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# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

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VOL. 12, NO. 13, NEW YORK, SEPTEMBER 23, 1915

No. 13



*"The Forty-niners stalked over her plains, not even hesitating,  
in their rush to California."*

## Nevada Gets Her Second Wind

Hardly anybody lived in Nevada when we got the territory from Mexico in 1848. Next year the Forty-niners stalked over her plains, not even hesitating, in their grand rush to California.

Ten years later, such fabulous wealth was discovered in the Comstock lode as has never been known in the history of the world, with the possible exception of the Rand in South Africa. Five years more and they were erecting the territory into a State, and the Government quickly established its mint at Carson City to coin the gold and silver. Incidentally, that was along about the time this National Advertising Agency got going.

Three hundred million dollars out of a single mine! Five hundred millions out of one camp! Such sums would make even great old warring nations with over-

grown bond issues stop and take notice. Virginia City, with 600 miles of workings underneath her—shafts, drifts, tunnels and stoppings—became almost overnight the leading city, except one, west of the Rocky Mountains.

Those were the good old days when they had "a man for breakfast every morning." Nevada was then the "wild and woolly west," but she was piling up gold and silver bullion in her gulches like cordwood to increase the per capita money of the world.

Then came the slump.

It seemed as if Nevada's greatness had forever departed. Her mineral wealth "petered out," or was thought to have "petered out." Her mining population left her almost as rapidly as it came. At the 1900 census there were perhaps a hundred cities in the country, each with a greater popula-

(The Ayer & Son advertisement is continued on page 89)

## Get Increased Distribution Before You Spend a Dollar for Advertising

You want increased distribution. It costs money to get it. Often the money is spent with little or no return.

To get increased distribution first—to pay for it after you get it—to eliminate all speculation—that's good business.

Can it be done?

There is a novel and certain-to-be-productive way in which to advertise in The Automobile Blue Books—the motorists' Touring Guide of America.

You get increased distribution before you spend a dollar for advertising and the cost per dealer is extremely small.

May we furnish you with proof—write us for facts relative to what we have accomplished for others.

**The Automobile Blue Book Pub. Co.**

243 West 39th St., New York

Because we make a profit on our product (Blue Books) we are enabled to sell our by-product (advertising) at a reasonable price.

*Circulation—60,000 guaranteed*

# PRINTERS' INK

*Registered U. S. Patent Office*

*A JOURNAL FOR ADVERTISERS*

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 20, 1893.

VOL. XCII

NEW YORK, SEPTEMBER 23, 1915

No. 13

## Letters That Get to the "Men Higher Up"

Results Obtained by the F. H. Lawson Company and R. F. Johnson Paint Company in Securing Actual Orders From Big Concerns

By Bryant Venable

WE hear and read so much nowadays about the importance of "punch" and "pep" in sales letters that it is easy to overlook the even more constructive elements of personality and persuasion.

It is undoubtedly true that one can generally arrest the attention of an unsuspecting victim by hitting him a stunning blow in the eyes. His attention can be sustained by frequent and liberal applications of cayenne to the inflamed optics. But there is serious reason to doubt the sympathetic attitude of the victim to the arguments that are being driven home by these violent methods.

The difficulty seems to lie in the mind of the conventional copy writer who has come to regard "red blood" or masculine force and directness as something that belongs exclusively to the prize-fighter and the swaggering individual who rejoices in loud clothes and flashy jewelry. As a result of this false conception many perfectly reputable and dignified business houses send through the mails literary drummers the living counterparts of which would never have succeeded in securing consideration at the office of the sales manager responsible for the selection of the traveling sales force.

The salesman who succeeds in "getting past the railing" is seldom the kind of man who comes storming in with his hat set at a rakish

angle on his head and a cigar tilted upward in the corner of his mouth, heralding his arrival by boisterous noises and flippant mannerisms. Think of the successful salesmen of your acquaintance and you will remember them as gentlemen of dignity and modesty, well bred and self-confident, with a directness of manner that is born of the knowledge of their business.

The successful salesman knows who it is that he wants to interview before he sends in his card. He has the tact to intrude as little as possible upon the valuable time of his auditor. He never forgets those little amenities the neglect of which brand a man as a boor. He presents his proposition in the manner that his own good judgment recognizes as being best calculated to appeal to the habits of mind and mode of thinking of the person addressed.

### A LETTER PATTERNED AFTER A SUCCESSFUL SALESMAN

The sales letter that is expected to make good should be prepared to perform its mission with the same scrupulous care and thoroughness, the same attention to the little details that constitute its personality and make it truly representative of its house as should the salesman. It should be clothed in the apparel of good taste. It should know where it is going before it starts on its way. It should deliver its message in such

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form as will encounter least resistance in the mind of the person it addresses.

Possessed of these attributes the sales letter will seldom be criticised for lack of "red blood," "punch" or "pep."

These generalizations are not made from any desire to belittle the importance of originality, but, being based on long study and practice of the art of salesmanship by means of the written word, they do assume that clear thinking is much more essential to convincing letter writing than is any cleverness in wordcraft. The most successful sales letters that have come to the knowledge of the writer have been the most sincere, direct, personal and persuasive. The literary "smart Alecs" have usually been found on post-mortem examination to have failed by reason of their very smartness.

As illustrative of the constructive principles that have proved their efficiency in direct-letter sales campaigns the following two instances may be cited. In each case the manufacturer who employed them was endeavoring to get his product to the attention of the "men higher up" in the great automobile plants of the country.

#### CALLED FOR DIGNIFIED INTRODUCTION

The F. H. Lawson Company, manufacturer of sheet metal ware, has been in business for an even century. Its products are well and favorably known among houses dealing in their line of goods, but until comparatively recently this concern was a stranger to the automobile trade. Having turned its attention to the development of a mechanical specialty of importance to the automobile engineer, for the manufacture of which articles the plant and machinery were admirably adapted, it was desirous of gaining the attention of the men who are responsible for the mechanical efficiency of motor-cars.

The company's device had been submitted to the testing laboratory of the University of Michigan for scientific test in comparison with devices with which it would come into competition. A favorable but

highly technical report from the University was the only ex parte evidence on which to base a claim for the attention and consideration of the automobile engineer. There was no long list of satisfied users, no imposing array of prominent cars equipped with this device, no record of consistent performance in actual service. Past experience in marketing the other products could bring no assistance to the solution of this one because the fields were totally dissimilar.

Circulars and printed matter were unavailing, seeming to get no further than the office-boys of the motor companies. Personal interviews between the traveling representatives of the manufacturer and the chief engineers of the great automobile plants were out of the question at this stage of the proceedings.

Analysis of this problem made it evident that the engineers and designers rather than the purchasing agents were the logical persons to approach with this proposition. These men are, for the most part, scientific men of the highest type; many of them received their education in the leading universities of the world; their viewpoint is scientific and they are almost certain to be more responsive to an appeal addressed to them in their professional capacity than to one that is based on arguments of low first cost.

The following letter was mailed to a list of 305 of these men. Every letter was individually typewritten and personally signed by the president of the company. No printed matter or advertising matter of any kind was included with it. Although the commodity offered for consideration compared not unfavorably with the articles with which it would come into competition on a price basis, no mention whatever was made of price.

These letters got past the watchdog that guards the sanctum of the "man higher up."

The Engineering Department of the University of Michigan, in its Research Laboratory, has recently conducted a series of tests on automobile mufflers. The results of these tests have just been called to our attention by Professor W. T. Fishleigh, under whose supervision



# The Spokesman of a Great Industry

Every advertiser is invited to investigate the completeness of our equipment for a broadcast service in the automobile industry. We publish the following papers, with a combined paid circulation in excess of 100,000:

## THE AUTOMOBILE

(weekly). Its subscriber clientele includes engineers, car and accessory makers, expert motorists, dealers.

## MOTOR AGE

(weekly). The favorite paper of sportsmen motorists, well posted and influential owners, dealers.

## MOTOR WORLD

(weekly). Designed and edited for the merchandising advantage of car and accessory dealers and garagemen.

## MOTOR PRINT

(monthly). The car owners' popular monthly. A high quality magazine for motorists who welcome the kind of information that helps in the operation and maintenance of their cars.

**Members of the A. B. C.**

**More Than 100,000 Circulation**

**Subscriptions Cash—No Premiums and no Clubbing**

**More Than 200 People on Our Payroll**

**Over 15,550 Square Feet of Floor Space**

**Annual Editorial Expenditure More Than \$100,000**

An absolutely complete service for the advertiser who has cars, trucks, accessories and supplies to sell.

**DIRECT**

**FORCEFUL**

**ECONOMICAL**

*Send for advertising rates. Address:*

## THE CLASS. JOURNAL COMPANY

**239 West 39th Street  
NEW YORK**

**910 South Michigan Ave.  
CHICAGO**

**Branches in Detroit and Cleveland**

this work was conducted. We believe that you will be vitally interested in knowing the conclusions reached by these unbiased experts as they have a very direct bearing upon your own engineering problems.

Five different types of mufflers were included in these tests.

What particularly interested us and what will doubtless interest you is the fact that the muffler of *lightest weight* proved to be the most efficient of all those tested, not in silencing power only, but in freedom from back pressure and from losses of power.

As we are the manufacturers of this muffler, we are particularly desirous of having you verify in your own testing department the conclusions reached by the investigators at the University of Michigan.

Without bothering you with descriptive circulars and conventional advertising matter, we want to send you prepaid and without obligation a Lawco Silencer for this purpose.

If we do so, will you reciprocate by giving it an unprejudiced test in comparison with the muffler you are now using as standard equipment with your cars?

Within less than three weeks from the day this letter was placed in the mails favorable replies, many of which requested samples for testing purposes and not a few of which asked for quotations, were received from 90 of the engineers to whom they had been addressed.

In due time letter number two, similar in its mode of appeal to the first letter, but containing a paragraph devoted to the technical aspects of the proposition was mailed to all those who had not answered the first letter.

The second letter referred again to the tests conducted by the university and renewed the offer to submit a sample for purposes of comparative testing. The replies to this letter brought the total of inquiries up above the forty-five per cent line. By this time numerous inquiries as to prices were being received from engineers who had responded to the first letter and had made their own tests of the device.

Four letters in all were used, every one of which was strictly personal and based on the assumption that the engineer would welcome an opportunity to investigate any technical device of scientific interest, altogether ignoring considerations of cost. As the result of these four letters

unsupported by any printed matter whatever this manufacturer succeeded in interesting more than half of the leading automobile engineers of America in his device, and in securing the adoption of his product as standard equipment with a large number of automobiles and motor trucks.

The letter reproduced above and its three followers might easily be criticised for their lack of "pep." But the remarkably high rate of returns which these letters produced is the best evidence of the soundness of the analysis which preceded their preparation and of their personality and power of persuasion. The men addressed were busy men, whose every minute was valuable and who would in all probability have been offended rather than interested by any literary fireworks or vaudeville stunts. An appeal addressed to them on the basis of *price* would have been likely to have fallen on unheeding ears because to the scientific mind *price* is of secondary importance as compared with efficiency. Many accepted the opportunity to make the comparative tests primarily out of scientific curiosity and a desire to *know*. Their subsequent commercial interest followed naturally and logically as the result of their own experiments.

#### A CAREFULLY PLANNED LETTER SAVED THE DAY

Another manufacturing concern, The R. F. Johnson Paint Company, which had a product that it desired to bring to the attention of the automobile builder, spent a large amount of money and much valuable time without having succeeded in making appreciable progress.

Letters addressed to the purchasing agents brought no replies at all or the curt information:—"Not interested at the present time." They were unable to reach the "man higher up," although the printed matter was high class, the art work attractive and the copy was original, fresh and full of red blood with "punch" in every paragraph and "pep" on every page.

# First and Last— A Selling Organization

**W**HEN you think of Nichols-Finn, please do not think individually of Advertising Copy, Illustrations, Lists, Plans, Dealer-Work, Marketing Methods, Merchandising Efficiency.

All are big, vital factors—all have been carefully considered in the building and welding of our personnel. But we prefer to have you consider this agency as a unit of Sales-Efficiency.

For this is first and finally a co-operative *selling* organization—trained, experienced, resourceful. We set for ourselves the hardest, least spectacular task in advertising and merchandising—the economical production of definite orders and sales here and now.

The record campaigns with which Nichols-Finn has been identified are the surest evidence of the merit of our methods. They are business history and we will gladly tell you about them in detail.

Our booklet, "Advertising with the Gloss Off"—a hard-headed, straightforward discussion of Advertising and Merchandising basics—mailed on request.

## **NICHOLS-FINN** **ADVERTISING COMPANY**

**222 SOUTH STATE STREET, CHICAGO**

**200 FIFTH AVENUE, NEW YORK, N. Y.**



**"Intelligent, Sustained Effort Insures Success"**

This problem while generally similar was different from that described above in that it was not primarily of interest to the engineer or designer. The product was a primer for the sheet metal parts of the automobile body. It had to do with the appearance of the car rather than with its efficiency. The price of the goods was relatively high, a fact of mighty weight with the purchasing agent.

The problem was put before an advertising agency for analysis and suggestions, and the answer was found in the right kind of personal letter. Manifestly somebody in every automobile concern should be vitally interested in the appearance of the car. Equally obvious, that somebody must be the man whose duty it is to *sell* the cars, and to satisfy their purchasers by reason of consistent service and low upkeep cost.

"Therefore," reasoned the agent who was analyzing this problem, "why not ignore the purchasing department for the present and put our proposition up to the sales manager? Why not get his interest first and leave it to him to sell our goods to his own purchasing department?"

Acting on this suggestion the manufacturer established a regular system of inspection over new cars of all the makes that were prominent in the city in which his own factory was located. He secured the names of people who had bought cars during the current season, and members of his organization made notes as to the appearance of these cars after three or four months of service. This information was classified and tabulated and filed away for future reference.

Fortified with these data, which were to be used only in case they should be demanded, the agency responsible for the introductory campaign prepared a series of sales letters which were, to say the least, unique in that they were addressed not to the purchasing agents but to the sales managers of prospective customers.

The letters were based on the assumption that the sales manager

would be most readily interested in an appeal which raised a question such as would be likely to arise in the mind of a possible purchaser of a motor-car. Appearances sell automobiles to the first-time buyer; performance determines the subsequent sales.

"Why is it that your beautiful cars so quickly lose their high polish, and become dull and lifeless after a few weeks' or at most a few months' service?"

This is a question that the automobile salesman is asked more frequently than he cares to acknowledge. It is a perfectly proper question and one that calls for fair answer. With this thought in mind the following letter was mailed to about 250 men high up in the automobile organizations of the country. Each letter was individually typewritten and personally signed. There were no enclosures.

The writer has been observing some of your cars and has been particularly impressed with their beauty of design and finish, especially while they are still fresh from the factory and retain their original piano gloss. Your company has unquestionably made tremendous strides forward in automobile engineering in every essential, if I may be pardoned for saying so, with the single exception of *permanence of finish*.

Has it ever occurred to you to inquire why it is that your beautiful cars so quickly lose their high polish and become dull and lifeless after a few weeks, or at most, a few months of service?

This is not altogether because of the vibration of the cars in actual use nor is it solely the result of improper care. The fact is that no amount of care can retain the lustre of your car bodies for a long time because of the very nature of the materials in the priming and surfacing coats of your paint before the varnish is applied and which actually absorb the life-giving elements of your finishing coats.

The crazing of your varnishes, the scaling and chipping of your paints, the necessity for frequent repainting as means of protecting your car bodies from corrosion—these are due to the fact that the primers used do not cling with chemical affinity to the metal. The jarring of the car and the continual expansion and contraction of the metals according to the changes in atmospheric conditions speedily detach the paint.

For five years we have been furnishing to some of the largest railway and street-car builders and to a select few automobile manufacturers a primer and surfacer that not only multiplies the life of the gloss polish at least ten times over, but also unites absolutely with the metal and expands and contracts in complete synchronism with the cor-



# THE WHOLE

*conduct of every account is in the hands of a principal, a man who had worked to notable purpose before being taken into this agency. That is the chief reason why the advertising of the clients of the CHELTENHAM Advertising Agency is sound in its concept and positive in its character.*

INGALLS KIMBALL

*President*

11 EAST 36TH STREET  
NEW YORK

responding changes in the metal to which it has been applied.

This material, for obvious reasons, we have named Krakno. It is practically homogeneous with the surface to which it is applied and is a perfect inhibitive against corrosion. Car bodies painted with Krakno never require to be "burnt off" for repainting, never need to be scraped or to be coated with paint removers. They can be refinished at relatively low cost and when refinished they will not show the slightest traces of cracks or hair lines.

I should be pleased to have our Mr. Blank call on you at any time that suits your convenience and explain to you in detail the Krakno proposition. Will you kindly indicate on the enclosed postal card when you will give him an audience?

THE R. F. JOHNSTON PAINT CO.  
R. FEE JOHNSTON,  
President.

This letter went home. It was a distinct challenge and it called forth the fighting qualities of the salesmen. Answers were promptly forthcoming from a remarkably large percentage of those addressed. Some resented the intimation that their cars were not all that could be desired by the man who wants long lasting beauty of finish. A few defied the manufacturer to point out any cars of their latest model that were not above criticism in this particular regard. But as soon as the manufacturer replied agreeing to send a list of such cars, the subject was promptly dropped and there was never a second request for this evidence.

Three letters only were used in this campaign. They were 20 per cent efficient as measured in direct replies. Permanent business connections were established with a number of representative automobile manufacturers.

Did it pay?

The writer asked Mr. Johnson this question point blank.

"Our first year's business traceable directly to those three letters yielded us a net profit about 50 times as great as the total cost of the entire campaign, including traveling expenses, samples and tests."

As the result of personal experience I am more and more convinced that advertising battles, like military battles, are won by diplomacy and generalship quite as much as by spectacular

displays of personal courage, aggressiveness and hard blows. "Punch" and "pep" are good servants, but personality and persuasion, clear thinking and tactful expression—these are the powers that influence the "man higher up."

## Barrett Andrews Joins "Every Week"

Barrett Andrews, who has been associated with Condé Nast as vice-president of the Vogue Company and secretary of the Vanity Fair Company, in direct charge of the advertising departments, has resigned to become associated with *Every Week* and the *Associated Sunday Magazines*. Mr. Andrews will continue, at the request of Mr. Nast, as vice-president of the Vogue Company and secretary of *Vanity Fair*. In talking about his plans, Mr. Andrews said:

"The worst thing that can happen to a business man is to allow himself to become satisfied. At least before he is 40 years old. During the six years that I have been with Mr. Nast we have been doing creative, almost pioneer work. When Mr. Nast bought the property it was practically unknown to national advertisers; to-day it is the leader in its field. And building on the *Vogue* organization, *Vanity Fair* in two years is already an assured success.

"There are two classes of publications that have always interested me—the national medium of large circulation, a million or over, appealing to all classes of people, and the class publications with their intimate appeal and extensive circulations. There seems to me room for a big, helpful weekly which women would read as well as men. In England there are half a dozen such publications; in this country the spontaneous growth of *Every Week* is sufficient indication that there is an equal opportunity here.

"To me the greatest satisfaction in this move is that, with an organization already rounded out, I shall have the opportunity again of helping to establish a publication unlike any other. And in this case also the new publication is built upon the foundations of another, the *Associated Sunday Magazines*, which has had an advertising patronage of more than \$700,000 a year."

Mr. Andrews entered the publishing business from the University of Chicago in January, 1905, with the Review of Reviews Company on the advertising staff of the *Country Calendar*. In 1907 he joined the Butterick forces in Chicago, and a year later was transformed to New York as assistant to W. H. Black, the advertising manager. From there in July, 1909, he went to *Vogue*.

## To Represent German Papers

Robert E. Ward has been appointed special representative in the East and West for the *St. Paul Daily Volkszeitung*, the weekly edition of the same paper, and the *Familien-Kalender*.

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**—clipped**

From the editorial page of the Evanston News-Index of Saturday, August 7th, 1915.

Evanston is the wealthiest suburb of Chicago.

#### **PARKING ON DAVIS STREET.**

If the whole of Davis street must to be lined on both sides by the waiting automobiles of patrons of the motion picture shows, it adds to the convenience of the drivers to have all machines stand at an angle with the curb. Such an arrangement interferes with the convenience and safety of others not at all provided the line ends well before the street intersection. Otherwise the crossing of the street becomes an exceedingly precarious undertaking for children or for those less physically agile or mentally alert than the requirement of quick action and rapid thinking, which the sudden approach of an unsuspected machine necessitates.

We must not forget in providing for the comfort and convenience of the theater-goers that the two rows of machines materially narrow the street and that the obstruction is in the most traveled thoroughfare in the city, and most frequented by pedestrians.

Doesn't this same condition prevail in your locality?  
Motor car owners represent one class of readers of

### **PHOTOPLAY MAGAZINE**

350 North Clark Street, Chicago, Illinois

**Guaranteed Average Monthly Circulation 200,000**

**95 Per Cent Net Paid**

**Members A. B. C.**

### Victor-Macy Case Reopened

The case of the Victor Talking Machine Co. vs. R. H. Macy & Co., which was dismissed by Judge Hand last March, was taken to the Circuit Court of Appeals which affirmed the dismissal. The Circuit Court, however, granted the Victor Company leave to file an amended complaint, and on September 15 the case was again dismissed by Judge Hough of the District Court at New York. The case has again been appealed to the Circuit Court, and is still open.

### Otto H. Haubold, Orange Judd Director, Dies

Otto H. Haubold, Western manager of the Orange Judd Co., Phelps Pub. Co. and Bushnell Co., and a director of the Orange Judd Company, died in Prescott, Ariz., on September 16. He was 35 years old. When 16 years old he entered the employment of the Orange Judd Company as an office-boy, and worked his way to a place among the executives. He had been ill for the last three years.

### Cleveland Celebrates Admission to A. A. C. of W.

Members of the Cleveland Advertising Club celebrated their admission to the Associated Advertising Clubs of the World at a meeting in the Hotel Statler on Monday noon, September 20. The principal speaker was Herbert S. Houston, president of the A. A. C. of W. The four clubs of the Advertising Affiliation, Rochester, Buffalo, Cleveland, and Detroit, formally applied for membership in the national body.

### Florida Press to Convene

The auxiliaries of the Florida Press Association will meet in Jacksonville on October 14 to 16, inclusive. A feature of the convention will be the serving of nationally advertised products at the banquet.

### Lane Joins Dan Carroll's Staff

J. W. Lane, formerly connected with the Rudolph Guenther Agency, is now a member of the soliciting staff of Dan A. Carroll, New York special newspaper representative.

### New Publicity Manager for "Collier's"

William LeBaron, formerly manager of *Coal Age*, has been appointed publicity manager for P. F. Collier & Son, Inc. He succeeds Joseph H. Neebe.

### E. S. Leonard with American Lithographic Company

E. S. Leonard, Detroit, has been appointed representative of the American Lithographic Company in the Michigan territory.

### Shifts in Studebaker Sales Organization

L. J. Ollier, formerly sales manager of the Studebaker Corporation, of Detroit, has been elected a vice president and director. As vice-president he will be director of sales.

R. T. Hodgins is the new sales manager. There are now two assistant sales managers, George L. Willman and William T. Bush. The former will have charge of the territory west of Detroit in addition to his duties as advertising manager, while the territory of the latter will be that east of Detroit.

### "Trading Up" of American Woolen Company

"America was never so well dressed as at the present moment," says the American Woolen Company in a current trade advertisement. "The national habit of good clothes is based on the skill and business ability of the clothing manufacturer and tailor. It is the aim of the American Woolen Company to provide the trade with stylish, dependable fabrics, produced at a cost which permits of reaching the great majority of American citizens on an economic basis."

### T. P. A. to Meet on Oct. 14

The first meeting of the Technical Publicity Association of New York, for the season of 1915-1916 will be held in the Hotel Martinique at 6:30 p. m. on Thursday, October 14. The discussion will be on "Marketing a Technical Product in the Export Field." Don D. G. Montt, of Chile, will speak on "The Truth about South America." and George H. Richards, of the Remington Typewriter Company, will discuss "What Kind of Publicity Is Needed in Foreign Fields."

### General Motors Pays 50 Per Cent Dividend

Directors of the General Motors Company last week declared a dividend of \$50 a share on the common stock, and the regular semi-annual dividend of 3½ per cent on the preferred. The common stock has advanced in two years from \$25 a share to \$290. The General Motors Company owns the entire capital stocks of the Buick, Cadillac and Oakland Motor Car Companies and the Olds Motor Works.

### Accessions to Cone, Lorenzen & Woodman

Vanderbilt R. Olmstead and Albert C. Bunn have joined the New York staff of Cone, Lorenzen & Woodman, publishers' representatives. The former was for a number of years with W. C. Freeman, and both have had experience in New York and Philadelphia in the general agency business and as solicitors on daily papers.



# The Sale of The Boston Herald

The Boston Herald was purchased on September 14 by Mr. Morton F. Plant and other holders of securities of Boston Herald, Inc. The price paid was \$1,800,000. There is no change in management, Mr. R. L. O'Brien continuing in control of News and Editorial policies, and the business management continuing under the direction of Mr. James H. Higgins. The operating staff remains unchanged. All valid claims of unsecured creditors of Boston Herald, Inc., are assumed by the new company which has been formed.

By this sale a reorganization is effected which puts the ownership of the Herald properties in exceptionally strong hands and assures their ample financing for all future needs.

The daily net paid circulation of The Herald exceeds 167,000; the Sunday exceeds 100,000. Both are larger this month than they were in September, 1914. August circulation receipts were the largest in the history of the Herald. More display advertising was printed last month than in any other August in the history of the paper. For the first eight months of this year The Herald is the only Boston newspaper to gain over the same months of 1914 in *local advertising*—and this despite a higher local rate per line per thousand circulation than any of the other Boston papers.

The Herald is a member of the Audit Bureau of Circulations.

*Eastern Representatives*  
S. C. BECKWITH SPECIAL AGENCY.

*Western Representatives*  
G. LOGAN PAYNE CO.



# 72% Increase

The amount of money invested by advertisers in the WINTER, 1915, issue of THE BUTTERICK FASHION QUARTERLIES showed an increase of 72% over the same issue last year.

# *The* BUTTERICK FASHION QUARTERLIES

Published four times a year—Spring, Summer, Autumn and Winter.

*Have no second-class mailing entry, not sold by canvassers, or on news-stands.*

Devoted entirely to the subject of Fashion, Dress, Style—

Contain no poems, no stories, no literary entertainment—

Act as reference books in homes for three months and over—

Bought at stores by women for practical purposes only—

Published seven years — Circulation increased every year.

1910 399,242	1911 423,049	1912 456,485
1913 532,449	1914 597,258	1915 600,000

GUARANTEED

THE BUTTERICK PUBLISHING  
COMPANY

Butterick Building New York City



## Spots

THE leopard has received an undue amount of publicity from the fact that he cannot change his spots. Neither can the fox terrier, for that matter. Yet it would be dangerous to conclude that every animal with unalterable markings is a leopard— or a fox terrier.

You must go beneath the surface to discover the true nature of business zoological specimens—to pick out the leopards, fox terriers, sheep, goats, wolves, asses, bulls, bears, lambs, roosters and buzzards. There are dozens of ways to go about identifying them. But the simplest, most direct method is to remember this:

If a business man is advertising in The New York Tribune, he has passed the most critical test that exists in newspaper publishing to-day. And if it should happen that one unworthy advertiser imposes upon the human fallibility of our discrimination department, The Tribune Money-back Guarantee covers *that* case as it does all others.

Eventually even leopards can be tamed and the fox terrier knows his master's voice.

## The New York Tribune

*First to Last—The Truth:*  
*News—Editorials—Advertisements*

# How Loftis Built Up an Instalment Business of 300,000 Accounts

Selling Diamonds on Instalments by Mail, Once Declared "a Fool's Pipe-dream," Has Now Developed an Annual Business of \$1,000,000

By S. C. Lambert

**S.** T. A. LOFTIS, president and general manager of Loftis Brothers, Chicago, known to all readers of the magazines and newspapers as the credit diamond house, smiled.

"Yes, indeed, I know of PRINTERS' INK, I'm one of its charter subscribers and never miss an issue. If there is anything about this business that would interest your readers I will do my best to explain"; and so I began the quiz by asking a most natural question: "What is the percentage of bad debts in a business like this, where you give credit to every Tom, Dick and Harry?"

In asking this question I had in mind our readers who were interested in the possibilities of selling a product on instalments. I knew selling diamonds that way was the keynote of the Loftis business. I had been told on good authority that by this plan and generous advertising the Loftis brothers had built up a business which ran over \$1,000,000 a year. I knew that they had stores in Chicago, St. Louis, Pittsburgh and Omaha, and it was common gossip that Mr. Loftis, who not long ago bought out his brother and now runs the company alone, has an ambition ultimately to establish a chain of stores in every city of over a hundred thousand population. In that way he hopes to fully cash in on the advertising he has done, and put to work the sleeping assets of his business. In questioning him about his methods of conducting the credit and advertising end of his business, I thought it would be possible to develop some thoughts which might be helpful as well as interesting. I was not disappointed.

"Roughly, our losses from bad debts average far less than a department-store in a large city.

Last year they ran considerably below one per cent, but of course, we are able to keep this item down only through a well-developed system and organization. We have worked out a method which automatically flags every dead-beat a week after his order lands in our mail-order department, and I don't mind telling you what it is.

"To begin at the beginning I conceived the idea of selling diamonds on credit while a boy working in my father's store in Philadelphia. It was just after the Civil War and money was not over plentiful. So father made a proposition to the postman who carried our mail:

"If you have any friends in the post-office who would like to have a nice gold watch," he told the carrier, "I will give them credit, and they can pay me back at the rate of a dollar a week. For every watch you can place for me on that basis I will give you ten per cent."

"The letter-carrier had no objections to picking up some easy money on the side and started in selling watches. It wasn't long before about half the carriers in the Philadelphia post-office were sporting new watches and paying for them at the rate of a dollar a week. Soon the business got so big that father put me to work keeping the accounts for these watches, and it took most all of my time.

## CATCHING THE VILLAGE CUT-UPS

"In keeping the accounts and making the collections I was greatly impressed by the surprisingly small percentage of loss and attracted by the nice profit it was possible to make by selling merchandise on the instalment plan. As soon as my apprenticeship was over, I began turning over in my

head plans for a nation-wide instalment business of my own.

"But I immediately ran afoul of credit difficulties. The wholesale jewelers to whom I applied for credit laughed me out of the office when I proposed to sell diamonds on easy payments to people I didn't know much about. They would have none of my theories about people in the small towns being honest, and the ease of finding out if they were not. They refused to be moved by the possi-

to the small town and city of moderate size. In the big cities nobody knows his neighbors, but in the small places everybody knows everybody else, and all know each other's business. If John Smith wants to buy a ring for Sally Brown, to whom he is engaged, it is a safe bet that every merchant in town knows all his past history. All I need to do is to ask.

"So we worked our credits along that

line. We figure that the references a man gives us are 'fixed'—that is, he will usually drop in and casually mention to his friends that he has bought a diamond and given them as reference. If he had any doubt about what they would say, he wouldn't give their names, so it is a waste of postage looking up those references. All they do is to keep off those who are wholly irresponsible financially. Our real credit test is a letter which we send out to selected local merchants, using the usual Dun and Bradstreet scheme of asking him to give us the names of people with whom our customer has had business dealings. From these people we get an almost positive rating. Yet the total average cost of looking up customers under this plan is less than one dollar, which is not

much, remembering that our average sale is \$50.

"Of course, we fully protect our customers in looking them up, making all inquiries under the name of a subsidiary mercantile agency, and in the larger cities we have bonded attorneys who make inquiries for us at the flat rate of 25 cents each."

**World's Lowest Prices**

**DIAMONDS**

**SEND NO MONEY**

JUST SEND US YOUR NAME AND ADDRESS, and we will ship to you, on approval, at our risk, all delivery charges prepaid, the famous No. H66 Loftis Perfection \$600 Diamond Ring.

**You Pay Nothing Not One Cent**

until you see this beautiful Diamond Ring. We want you to examine it right in your own hands. We want you to compare it. We want you to judge the ring after you see it, and we want to give you the same chance to see for yourself that is afforded customers in any of our large city stores. You assume no obligations, for we send you the ring before you pay one penny. **IMMEDIATELY ON RECEIPT OF YOUR NAME**, we will select a special Diamond for you, mount it in 14 karat solid gold, case it in a handsome velvet ring box, and send to you prepaid. If you find it to be all that we claim—if it meets your expectations in every way, and if you are absolutely satisfied that it is an unusual bargain, pay \$10 and keep the ring, then \$5 a month for eight months, making a total of \$50, and the ring is yours. That's the "Loftis System"—which means a square deal to all.

**Write for our Free Catalog** containing over 2,000 photographic illustrations of Diamonds, Watches, Jewelry, Silverware, Novelties, etc. It tells all about our easy credit plan. Write today.

**LOFTIS BROS. & CO.**  
The Old Reliable Diamond and Watch Credit House.  
Established 1853  
Dept. B852, 108 N. State St. Chicago, Ill.  
Stores in: Chicago: Pittsburgh: St. Louis: Omaha

**LOFTIS Perfection Diamond Ring No. H66**  
**Special Price \$50**  
**CREDIT**  
**Terms \$5 Per MONTH**  
**Our Big Leader**

TYPE OF COPY THAT WON THE CONFIDENCE OF MAIL BUYERS

bilities of making an extra ten per cent profit. They wouldn't even believe that it was possible to write advertising that would sell diamonds by mail.

"Finally, however, I managed to raise \$300,000 capital and started up in a small way. True to my original idea I shunned the big cities, directing my advertising

After Mr. Loftis explained his method of making sure they were going to get their money it was clear to me why the percentage of loss was so small, but knowing the small-town inhabitant by long boyhood association I wondered if small-town folks were not skeptical about a firm offering to sell them a diamond worth from \$75 to \$500 and let them take their own good time to pay for it.

One can almost imagine the remarks around the cracker-barrel back of the store stove. "It's nothing but a swindle," speaks up the village oracle. "Another of them sharpers you read about in the newspapers. As if anyone is going to trust a feller for a hundred dollars without ever settin' eyes on him. All they want is the five."

And I found that this was the real difficulty in the way of the Loftis advertising. It was the firm's hardest task to make the villagers believe that it was a perfectly bona-fide business proposition. The solution was a pocket-size booklet "The Loftis Blue Book."

"That is the book that this business is built on," remarked Mr. Loftis as he tossed a copy over to me, "and without it we would almost have to shut up shop. I wrote it myself, 15 years ago and we have never been able to get out anything quite as good, although I have revised it several times.

"The basis of this book is 10,000 letters from curious possible buyers who wrote in to satisfy themselves that we were on the square. From these letters I took the point that seemed to bother them most, and then answered it. It takes 48 pages of solid type to cover the proposition. But when a man in medium circumstances is going to go in debt he will read practically everything you send him. However, in case some don't care to read through the whole book, we have compiled a sort of index listing the subjects and giving the page where the reader will find them discussed. We also attach a slip in the front telling the man that it is not nec-

essary to read all of this book before ordering. Certain pages will do. Originally we used to get out this and other booklets in whatever size our printer recommended, but now we are standardizing the size to  $3\frac{1}{2} \times 8\frac{1}{2}$ , which is convenient for a man to slip into his pocket. This tempts him to read it on his way to and from work, and of course the more of it he reads the better."

#### THE GUARANTEE FEATURE HELPS

Next I questioned Mr. Loftis as to his experience with the guarantee. "Of course," he explained, "you can hardly run any mail-order proposition without protecting the public fully. In our case we give the buyer a guarantee card which specifies that the diamond is worth so much money, and can be returned to us any time and merchandise for that amount will be given in exchange. We also guarantee a man that in case of illness we will refund what he has paid in, or allow him to send back the diamond and take another one which will equal the amount he has paid in. We guarantee our watches for 25 years and keep them in repair free of charge for three years.

"But one of the least expensive, yet most effective, plans that we have in this connection is a certificate of credit which we give when a man has made his last payment. All the certificate costs us is the printing, yet hundreds upon hundreds of customers have been induced to keep up their payments so that they might get a Loftis Certificate of Credit.

"In this connection it might interest your readers to know that we seldom take legal action against a man who falls down in his payments. We have worked out 100 different things to do, before that—100 ways of persuading a man to keep up his payments. It is poor business to take any action that will start a mouth working against you. Our one big thought is keeping the good will of our customers. That is the last and great commandment in operating an instalment mail-order business."

So much importance is attached

to the good will of the public, that Mr. Loftis is planning a series of prestige advertisements to run in the magazines. The object of the campaign is to put Loftis in the Tiffany class, so that when "Loftis Brothers" appears on the ring case, it will have a stamp of quality. As it is now the credit reputation often reacts unfavorably. Inasmuch as 80 per cent to 90 per cent of the diamonds are purchased by men, Mr. Loftis believes that by running his mail-order advertising in publications which reach the buyers, and prestige advertisements in publications which reach those who will wear the diamonds, that this problem will be pretty well solved.

Under the existing method of advertising, over \$20,000 a year is invested. Part of this goes into the magazines to develop mail-order inquiries and actually sell diamonds; part of it goes into the newspapers in cities where there are Loftis stores, but the largest part goes into catalogues and direct matter.

"I am a 'bug' on advertising," said Mr. Loftis proudly. "Without advertising I would still be running a jewelry store in Philadelphia, and probably be satisfied with the second generation of the silk-stocking trade that father had. It is all a delusion, this silk-stocking proposition. Advertise and sell the masses—there is where the money is. Why, there are 75,000,000 people whom I can sell diamonds to to-day. If I were still running the old store, 750 would be a good ledger list. It was a lucky day for me when I neglected the counter, and became a national advertiser."

### Masters with Motion Pictures

E. Lanning Masters has become associated with the V-L-S-E (Vitagraph-Lubin Selig Essanay, Inc.) in the capacity of advertising and publicity director. He was formerly with *Hearst's Magazine*, and prior to that advertising manager of R. H. Macy & Co.

### Berrien-Durstine Has American Seed Tape Account

Berrien-Durstine, Inc., New York, has secured the advertising account of the American Seed Tape Company.

### South Bend Watches in National Campaign

Sixty-five thousand dollars will be invested by the South Bend Watch Company in a four months' campaign, to run from September to December. The plan includes in its scope the use of general magazines with a total circulation exceeding 7,500,000; railway magazines with more than 200,000 subscribers; farm papers having a circulation of more than 1,600,000; three jewelry trade papers; a newspaper campaign in Detroit backed up with four-sheet posters. A new talking point has been created by the fastening of purple ribbons across the dial of the watches. A folder describing the campaign has been mailed to 25,000 retail jewelers. It is likely that local newspaper campaigns will be run in other cities besides Detroit. Window displays, picture slides, newspaper cuts, special booklets, and other sales helps have been prepared for the dealers.

### Big Tractor Demonstration

Twenty-eight manufacturers of farm tractors took part in a six days' plowing demonstration before 50,000 farmers gathered from many sections of the country at Bloomington, Ill., the last week in August. Over 90 different types of tractors, 150 plows and a number of other farm implements were shown under the auspices of the *Farmers' Review* and the Bloomington Commercial Club. Each company had demonstrators and salesmen on the ground, the International Harvester Company being represented by a hundred. Moving pictures were taken of the demonstrations and are being shown by F. E. Long, of the *Farmers' Review*, to the advertising men of New York, Chicago and other cities, to illustrate how the farmers are buying high-priced machinery to work their farms.

### Two New Men for Caslon Company

Clarke Helme Loomis, formerly sales and advertising manager of the Vulcan Metals Company, of New York, has joined the Caslon Company, of Cleveland, as sales director. Charles Groniger has left the Fowler-Simpson Company, of Cleveland, to join the Caslon company.

### H. C. Baynard Goes to Chevrolet

After seven years' service as assistant sales manager of the Nelson Valve Company, of Philadelphia, H. C. Baynard has resigned to join the sales force of the Chevrolet Motor Company, of Philadelphia.

### Death of Jas. J. Stokes

Jas. J. Stokes, former advertising manager of Marshall Field & Co., Chicago, died recently as a result of an accident in being thrown from a horse in Oakland, Cal.



# From England—

"Until recently I was engaged with one of the largest motor car firms in England. I obtained the situation through the American Machinist and by studying same and keeping myself so well up in the latest machinery rose to a good position, and when the firm started reorganizing and extending their machine shops, I was chosen to make suggestions for any new, up-to-date machinery on the market; also to lay out operations for the new machines and estimate the savings on these new machines.

"I can assure you I could not have done this without the American Machinist. While with this firm they bought a large number of American machines, including:

Potter & Johnston Automatics.  
Acme Automatics.  
Gridley Automatics.  
Cleveland Automatics.  
Pratt & Whitney Thread Millers.  
Lapointe Broaching Machines.  
Lodge & Shipley Centre Lathes.  
Hendy Norton Centre Lathes.  
Lo-Swing Centre Lathes.  
Libby Turret Lathes.  
Bullard Boring Mill.  
Brown & Sharpe Milling Machine.  
Becker Milling Machine.  
Ingersoll Milling Machine.  
Warner & Swasey Turret Lathes.  
Cincinnati Gang and other Drills.  
Brown & Sharpe Cylinder Grinders.  
Heald Crank and other Grinders.  
Brown & Sharpe Automatic Gear Cutters.  
Fellows Gear Shaping Machines and others.

*"I can assure you the above machines were mostly bought through my recommendation, so you see the American Machinist was again a great help to me."*

By FRED LEWIS  
Machine Shop Foreman,  
Messrs. Priestman Bros., Ltd.,  
Holderness Foundry, Hull,  
England.

The American Machinist is really the international journal of the field of machinery construction. Its hold on its readers is amazing—both at home and abroad. And advertising in its columns pays correspondingly.

## American Machinist

10th Ave. at 36th St.

New York City

Four other Hill Engineering Weeklies: *The Engineering and Mining Journal*, *Engineering News, Power*, and *Coal Age*. All members of the A. B. C.



# The "Buyer" as the Manufacturer's Point of Contact with the Department Store

Going "Over His Head" Won't Get the Orders, as a Rule

By J. F. Beale, Jr.,

Advertising Manager of Saks & Co., New York; formerly of R. H. Macy & Co., New York, and Strawbridge & Clothier, Philadelphia

IN the vast majority of instances the point of contact from which to generate the spark vital to profitable trade relations between manufacturer and large retailer is the latter's buyer, or department manager. I venture to believe that no department-store or specialty-shop man or woman will question this statement.

To be sure the merchandise manager still plays an important rôle in some of the larger stores, and where he does, his influence must be sought and reckoned with. Every wideawake department buyer feels and knows that the proposal to carry any line of goods should come from or through him if he is so placed by the organization of his store that he is obliged to consult with a merchandise manager, or a member of the firm. If he has this very proper pride of his calling, to the degree that his temperament inclines, he will resent "going over his head" by a manufacturer who seeks to introduce goods without first approaching him.

This applies to the male buyer, and it applies with possibly greater force to the female buyer.

In some years of intimate business relationship with several hundred buyers in the three great retail establishments with which I have been connected, and with other buyers whom I have met, I cannot think of a single exception to this rule. Indeed, I could name many instances of men and women who, if this point of ethics were disregarded, would put up some very difficult opposition.

In discussing this topic recently with several advertising managers and merchandisers, I found them emphatically of the same opinion.

To be sure, a member of the firm or merchandise manager may originate the inquiry into a line which may ultimately be taken into stock and pushed, through personal acquaintance with or relationship to the manufacturer or his representative; by the attraction of the manufacturer's advertising, or by study of those very effective agents in modern retailing, the "call books" of the various departments in which are recorded the calls for merchandise which the store does not carry; but these are more or less obscure instances. The manufacturer may set it down as a rule that his point of contact should be the buyer.

## GOING OVER THE BUYER

I have known more than one manufacturer to win the firm or the merchandise manager *after* having been "turned down" by the buyer. His rôle then called for the exercise of fine diplomacy in his dealings with the buyer.

A certain glove manufacturer tried for two years to get his line of fabric gloves on the counters of a big Western store, he tells me, and without success, or even a ray of hope for the future.

One day he determined to go higher than the buyer, but with the buyer's consent, fortunately.

He secured an introduction to a member of the firm under favorable circumstances and induced him to submit two pairs of gloves to his wife's test of wearing. He was very diplomatic in handling the situation, and his gloves are now sold in that store.

The manufacturer should know that the better stores everywhere, and particularly in the larger cities, *require* their buyers to see

everyone who has any legitimate offering to make and to give him due consideration. Buyers are no longer permitted to hedge themselves about with obstacles in interviews. Most of the better class of buyers observe schedules and have hours like professional men. The intermediary through whom appointments are first arranged, if it is not done by correspondence or in person, is generally the man in charge of the "sample rooms" or buyer's offices.

This is not a treatise on salesmanship, but I cannot refrain from bringing in a reference to the all-important factor of solving the personal equation in the campaign to win the buyer.

Buyers are intensely human men and women. They also work, as a class, under very high pressure. The modern buyer is in a sense a merchant on his own account, doing business under the one roof with a dozen, a score or a hundred other merchant-buyers. He spends as little as \$15,000, or as much as \$2,000,000, a year for his house for merchandise, and is called upon to produce possibly from \$1,000 to \$250,000 a year in profits. His may be a department in which his store specializes strongly and which is depended upon very largely not only for volume of business, but for creation and maintenance of clientele; his department may be the "impression-maker" for the store. If so, his importance is augmented.

The buyer of consequence and genuine merit will strive not to *show* that he feels his importance, but he *does* feel it, or he is to that extent unworthy of his place.

It is safe to give the up-to-date buyer of to-day credit for knowing more concerning any one manufacturer's competing lines; their points of merit and demerit; prices, terms and general conditions than the manufacturer himself knows.

A certain manufacturer of refrigerators in my hearing told the buyer of a larger department store one day a wonderful tale of what his refrigerators were and what all other makes were not. He plainly implied that the buyer

was not alive to the conditions of demand on the part of the public and to the merits of this particular manufacturer's line and the faults of his competitors' lines.

I could see that the buyer was much annoyed, but being a very conscientious man, and a hard worker, he did some digging out of the facts.

To-day he carries only one number of that manufacturer's line; he used to carry seven numbers.

Unquestionably the buyer knows more about the trade of his store than the manufacturer *can* know. He may be narrow in streaks; he may be prejudiced. The manufacturer may seek the buyer at some unpropitious time when he does not or cannot give full consideration to a line of goods, and be "turned down." The manufacturer may discover some point, or develop some plan entirely new to the buyer, and yet not present it properly, and consequently fail to have his line accepted. On the whole, however, when it comes to considerations governing the buyer's own store, it is a safe rule to assume that he *knows* them. He knows the faults as well as the virtues.

#### WHO BUYERS ARE

The buyer may be grouped into general classifications. He may be:

First—The son or relative of one of the owners, being drilled to take a commanding executive place some day. There is nothing for it but to study this man and get as much of "a line" on him from those with whom he transacts business as possible.

Second—He may be a man who has come through the mill from stock boy or other subordinate position. One of the most open-minded and successful buyers in a great New York store, eleven years ago was parcel boy on one of that store's delivery wagons.

Third—He may be an ex-road salesman; if so, he should be very easy of approach, and inclined to give the manufacturer every chance.

Fourth—He may be a man who was once a small merchant in

# It isn't the gain— it's the reason

Collier's increase in the first nine months of 1915 over 1914 is:

## 65,459 Lines

The biggest gain made by any periodical in the country, it is true—but much more important than just the increase are the *reasons* for it—

Editorial policy of independence, sincerity, progressiveness and judgment whose weekly following is over 850,000 net paid; guaranteed circulation with money-back agreement; lowest rate per thousand of any national periodical; super-value for both reader and advertiser all the time—

Those are the big points.

<sup>5¢ a copy</sup>  
**Collier's**  
THE NATIONAL WEEKLY

*A. C. F. Hammesfahr.*

*Sales Manager of Advertising*

business for himself. The inroads of the big stores probably forced him to go out of business in his own name, or he found to his sorrow that executive ability, salesmanship and keen buying capacity very, very seldom unite in one individual. My experience with this type has been that he is difficult to handle. He probably still clings to some of the old notions which were not practical.

Fifth—He may be a one-time manufacturer or manufacturer's agent. Such a buyer is generally wide-awake. What seems to me to be the best department of its kind in one of the great stores of Philadelphia has for years been very successfully conducted by a man who previously alternated between the European factories and the New York offices, stock and sales rooms of a great manufacturer who made a fortune leasing a department in each of a large number of department stores throughout the United States. If there were more buyers like him, the manufacturer would find his lines cast in pleasant places, indeed.

After all, no matter to which class belongs the buyer whom the manufacturer seeks to approach, the personal equation, as I said before, must be solved. It is important to know what manner of man he is personally. Everything that will shed light upon his character and consequently his probable mental attitudes, his prejudices, his habits, his standing in the trade and with his house, and his methods, is important.

When I sold goods on the road, and afterwards when I managed men who traveled, my theory was not to approach any house that was not worth working hard—to the limit—for trade, and so I found the gathering of all this detailed information invaluable.

So far, reference has been made solely to male buyers. There is growing up in the retail field a fine army of women buyers who, as a class, are a great credit to our commercial life. For the most part, they are fine wholesome women, doing a man's work as we are accustomed to consider it, but

willing to face and take everything that comes with as much nerve and balance as any man; women who have been widowed and either returned to bread-winning or elected to enter the lists for the first time; women who really prefer a life of business and money-getting to the life domestic; women who are helping husbands build up a competence for the declining years or working hard to educate children or support other dependents; women whose early years were years of poverty and struggle, and who have fought a game fight to the top. They are in every sort of merchandise; their abilities are by no means confined to fashions and women's or children's apparel, or the home furnishings. As assistant buyers they are legion, and as a rule, competent and thorough.

It is said "no man ever understood woman," and so I shall retreat behind this as an excuse to avoid further comment. As a statement of fact, however, I can cite my own experience with scores of women buyers which has been that they much prefer being treated as *buyers* rather than as *women*; that while they require the same deference to their sex that every gentleman grants every lady, they do not obtrude their sex.

I have met one or two women buyers who were what their sex call "cats," but I have met men buyers who were bullies, braggarts, would-be, if not actual, grafters; peculiar in their dealings; ignorant, prejudiced and all that. I have known women buyers who allowed unwise social intercourse with salesmen and manufacturers to work their undoing; but I have known men buyers to be undone through drink, gambling or other excesses.

#### TRY TO INTEREST BUYER FIRST, ANYWAY

If I were a manufacturer and had a product which, after careful inspection of the field, I felt sure should be sold in a certain store, I should never rest until I "landed."

The buyer should be the point of contact. The contact should be

kept at the buyer until every honest effort, through him, has been expended. Then it is time to obtain the buyer's *willing permission* to "go to the front." If I didn't get a square deal from the buyer, I'd "go to the front" without his permission. But this should, I think, by all means, be a last, and consequently, a very infrequent resort.

The assistant buyer is not to be overlooked. In the larger stores, he or she plays, often, an important part in the final decision of the buyer. Sometimes he or she will be merely an echo of the buyer himself, but more often the assistant buyer has pronounced ideas of his own, excellent judgment, and first-hand knowledge of the store's trade.

Indeed, many of the larger stores in New York, Philadelphia, Boston, Chicago, and other large cities having 75 or 100 departments, have only 35 to 60 actual buyers. These buyers have from one to five or six or more assistant

buyers upon whose judgment they rely to a considerable extent. In smaller stores these assistant buyers would really be full-fledged buyers. Their ambition is, generally, to become buyer for the department when it expands sufficiently to warrant, or to obtain a buyer's berth for a similar department in some other store.

If the buyer is the point of contact, the assistant buyer is relatively important.

In New York, Chicago and Boston, and some other cities, retailing has become so intensive during the past five years that many assistant buyers have been made buyers, and what was once really a section of a department is made a full independent department.

#### VOLUME OF BUSINESS BUYERS HANDLE

As an instance of the volume of business for which some buyers are responsible it may be of interest to note that five men, buyers

## The George L. Dyer Company 42 Broadway New York



### Newspaper, Magazine and Street Car Advertising

#### Publicity and Merchandising Counsel

in one great New York retail store (John Wanamaker) were recently elected to membership in one of the advertising clubs (the Sphinx Club). It developed that each of these men's sales are more than \$1,500,000 worth of goods in a year and they are collectively charged with \$350,000 for advertising.

While the buyer is the logical point of contact, the large retail store is complex; there is much independence of departments, and men other than the buyers often have influence in the matter of taking up a line or of pushing it after it is handled.

The importance of the individuals of the firm in this matter depends upon how active a part they take in the general merchandising.

The larger stores generally have either one or several "policy makers" who may be members of the firm or employees under various titles, such as general manager, director of publicity or merchandise manager.

These men can be very important factors in a manufacturer's campaign. I maintain that the buyer should be approached first, but diplomacy will often win an interview with the policy maker, or in a very important deal, an opportunity to present it in person or by brief to the executive counsel which rules in some large establishments.

The manufacturer should not lose sight of the fact that the buyer is hedged about with modern safety devices against ultra enthusiasm or bad judgment.

The chief accountant or merchandise manager keeps a sharp lookout for excess in stocks and stock that does not turn with proper frequency.

The general manager or superintendent has an eagle eye on the "overhead" charges for space, salespeople, delivery, returns, credits, exchanges and C. O. D.'s.

The chief decorator keeps his costs of window and department displays.

And the advertising director keeps very close tabs on the expenditures for publicity.

The wise buyer consults all of these officials. If he is, however, so unwise as not to be inclined to do so, he gets from them figures by which he is *obliged* to govern his actions.

Next to the "policy maker" of a store, the advertising director is of importance to the manufacturer. He cannot be expected to sense facts and opportunities if he is not given details. Even the buyer whose enthusiasm may be won cannot give as good an accounting of the merits of a line as the manufacturer.

Mr. Manufacturer, by all means get in touch with the advertising man.

The acid test which the buyer puts to any manufacturer's line is, of course, "Will it sell?" "Can I make my profit rating?" and "Will it 'turn' often enough to fit our policy?" Other details are minor. If the manufacturer is prepared with conclusive arguments along these lines, he is pretty safe.

But arguments must be based on facts and backed by a willingness to *co-operate* to the fullest possible extent, and this matter of co-operation is manifold in its phases. I have already discussed some of them at length in a previous article in *PRINTERS' INK*. Briefly, they comprise:

1. Adjusting service, deliveries, styles, size or color ranges, etc., to the store's policies.

2. In some instances, advertising in a general publicity campaign in conjunction with the store's special advertising.

3. Allowing the store a special appropriation for advertising in its own name.

4. Demonstrations and specially drilled salespeople.

5. Premiums to salespeople (if permitted).

6. Suggesting special sales and "events."

7. Giving established or exclusive territory.

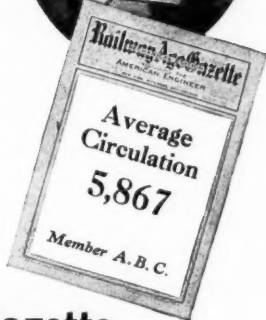
8. Making special brands, styles, sizes to suit certain specific demands.

9. Rewarding a store's co-operation by giving it special concessions and advantages in the distribution of seconds, close-outs of



## Check Up Your Mailing List

How many master mechanics do your salesmen call on? How many master mechanics influence the purchase of *your* product? Check up your mailing list and then send for a detailed statement showing how many master mechanics read the



### Railway Age Gazette Mechanical Edition

Go further and see how many superintendents of motive power, shop foremen, and those who influence purchases in the mechanical departments read the Railway Age Gazette, Mechanical Edition; how many are influenced by its editorial and ad-itorial pages. We can prove it. Call upon us to prove our claim and show you how to present an advertising campaign that will help *you* and also interest the readers of the Railway Age Gazette, Mechanical Edition. No obligation on your part.

**Simmons-Boardman Publishing Company**  
NEW YORK      CHICAGO      CLEVELAND

*Charter Members Audit Bureau of Circulations*



The Sperry Magazine Window Displays, "Sperry Magazine Days" and Newspaper Advertising are regular monthly features with thousands of Progressive Merchants, still more closely linking together the retailer and the consumer.

*Also, it is a manufacturer's service*  
500,000 guaranteed. May we give you details?

## THE SPERRY MAGAZINE

For The Woman-Who-Buys

Two West Forty-fifth Street, New York  
WILLIAM STARR BULLOCK, Business Manager

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One of the shrewdest manufacturers I know employs a high-salaried publicity man. He was for years a successful department-store advertising manager. This man is the greatest single force for making new business with retail stores and opening new accounts that the manufacturer has at his command. He can talk with absolute and intimate knowledge of department-store methods. He knows his own and competing lines with great intimacy. He is the finest sort of an adjunct in enticing a buyer, his assistant, and salespeople and he knows the best methods of approach to the general manager and the chief accountant, as well as to the buyer.

I know of another manufacturer who for three years had been selling a certain large New York store some \$75,000 a year of his product. Not long ago he gave the buyer of that store an automobile trip to Long Beach and a dinner that he told me cost him altogether \$100; there was a party of six. To-day that manufacturer's line is not carried in that store. I know the reason, but I won't state it.

I know of another manufacturer who got all of the advertising managers of the leading daily papers in a certain large city "plugging his game." He promised them large advertising when he could get distribution of his product.

These advertising men got busy with the advertising managers of the big stores. They in turn talked to the buyers interested. This manufacturer tells me he is highly pleased with the results. This is the only instance of going over the heads of buyers I have ever known to be successful.

Some goods seem to be particularly strong mail-order propositions. The manufacturer who has such a line should seek out the mail-order manager of the store in which he wishes to place his goods. A mail-order manager is practically a buyer.

In closing, let me repeat the buyer is the manufacturer's logical point of contact with the department store.

## New York Advertising Men Dine Houston

New President of A. A. C. W. Tells 300 Present That Association Will Have \$50,000 to Spend This Year on Educational and Vigilance Work—Living Up to Standards of Practice

MORE than 300 representatives of the advertising interests of New York sat down to a dinner at the Hotel McAlpin September 16 in honor of Herbert S. Houston, president of the Associated Advertising Clubs of the World, tendered by the advertising organizations of the city. Besides the addresses of Mr. Houston, who said, among other things, that the clubs would have \$50,000 in hand this year for educational and vigilance work; Harry Tippen, who acted as toastmaster, and Richard H. Durbin, president of the Poor Richard Club of Philadelphia, who told of the plans of the 1916 Convention, which will be held in the buildings of the University of Pennsylvania, there were brief remarks by P. B. Bromfield, chairman of the Association of New York Advertising Agents; W. H. Ingersoll, chairman of the National Commission, A. A. C. W.; W. H. Ukers, president of the New York Trade Press Association; Louis Wiley, of the Daily Newspaper Departmental, A. A. C. W.; A. C. G. Hammesfahr, president of the Quoin Club, and Lewellyn E. Pratt, of the Specialty Manufacturers' Association.

In his talk Mr. Houston spoke of the plans for the Clubs this year, in substance as follows:

"First, there is work toward honest and believable advertising. The Clubs are undertaking to secure believable advertising by building up efficient advertising through the broad work of the Educational Committee. The National Vigilance Committee and the local Vigilance Committees have been building up a wholesome respect for truth, and they have done it in a quiet, sane, constructive way. Sometimes people

say, 'We don't hear anything about the Vigilance work.' The reason is it rests on persuasion and education in the main and not on prosecution, save as a last resort. We believe that men want to do the right thing and that it is better to point out the right thing in a friendly way rather than to do it with a club.

"Let me give briefly, right here, an illustration as to how the Vigilance Committee does its work. A few weeks ago, N. W. Ayer & Son called me on the telephone and wanted to know if we had a Vigilance Committee. Of course, the answer was in the affirmative. Then they said they would like to file a complaint against a certain publication. I told them to go ahead and prepare it and send it to me, and I would see that it received immediate attention.

"When the complaint came I forwarded it to our national headquarters in Indianapolis and asked that Mr. Kenner, the Executive Secretary of the Committee, be sent to the city, two or three hundred miles away, in which the publication was located, and that he make a searching investigation. He started at once and, on reaching this particular city, he got in touch with the chairman of the Vigilance Committee of the Club there, and these two men together made a most searching survey and investigation of the publication that had been charged with wrongdoing.

"A few days later a five-page typewritten report was in my hands, and I forthwith dispatched it to Philadelphia. Ayer & Son wrote a most hearty letter of appreciation for what had been done and I am sure they were convinced that the Vigilance Committee, while it may be quiet, is certainly effective.

"A second important line of our activity is work to make better merchants. The retailer is the last link in the chain of distribution. The Associated Clubs stand definitely for the present retail distribution system. The Educational Committee is focusing a great part of its work this year

on the retail merchant. Already 5,000 retailers belong to the Clubs and Chairman Ingersoll, of the National Commission, and Frank Black, of Filene's, in Boston, who is the head of the Retail Department, believe that there will be 10,000 or more retailers who will become members by the time of the Philadelphia Convention.

"A third great line of our work is that for better trade practice in the advertising field. The National Commission, which is made up of three members from each department, has a Committee on Trade Practice. This committee will undertake to see that the standards of practice which the departments have themselves adopted are lived up to. The National Commission has selected as its executive secretary Mr. Schulte and a great programme of work is being definitely carried forward.

"A committee is at work on a great campaign to advertise to the consuming public the economies that are effected and the service that is rendered through advertising. Mr. D'Arcy, an able advertising man of St. Louis, is the chairman of the committee, and, supported by Mr. Johns and other able men, he is bringing to his committee the best writers and artists in the whole advertising field. The result will be a nationwide campaign that will put simply, but with clearness and force, the big facts which experience has demonstrated are true of advertising."

In his talk Mr. Tipper called attention to the new club-rooms the Advertising Men's League of New York would occupy, at 47 East 25th Street, in October.

Mr. Durbin predicted an attendance of more than 10,000 at the Philadelphia Convention.

Mr. Hammesfahr noted the increasing frequency with which advertising mediums of one kind used mediums of another kind for specific purposes, and suggested that every medium has its proper work. The growing perception of this among advertising men is engendering a greater confidence in all advertising.

**The investment in advertising made by manufacturer or merchant should be considered as carefully as an investment in his factory or store site—as carefully as he would buy real estate or bonds and mortgages, or anything else.**

Why do any guessing about WHERE and HOW to advertise in these days?

The United States Government has put every newspaper on its honor as to its net paid circulation—therefore, it is comparatively an easy proposition for advertisers to determine which newspapers in a community they should use.

Their first consideration should be given to the newspapers that maintain the dominant position in their community—that reach the greater number of people at the fairest cost.

Advertisers are asked to measure the NEW YORK AMERICAN by its investment value to them. In no other way does it wish to secure advertising, for in no other way will advertisers be able to fully appreciate its great worth.

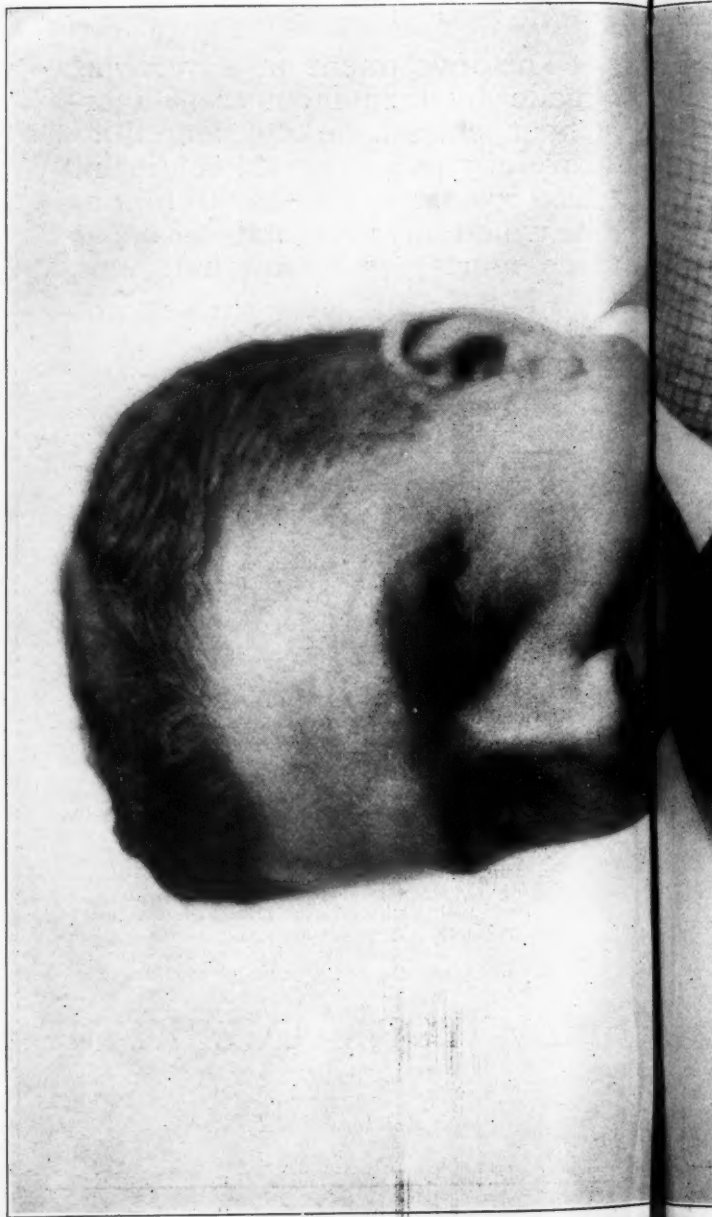
The NEW YORK AMERICAN realizes that the best way to serve advertisers well is to first convince them of its merits as an advertising medium—in other words, sell itself in such a way that they will have no doubt of the wisdom of their investment—that they will be certain to continue their advertising regularly—the only way for advertisers to get adequate returns.

Advertisers cannot cover the New York territory with hope of success unless they use the NEW YORK AMERICAN, which reaches ONE-FOURTH of the whole reading public, daily, and thirty-five per cent of it on Sunday—making of it a great seven-day medium that will never fail in results—that sells its space on a basis of equality to all—that is read by people accustomed to read and to respond to advertisements—that is read by people who buy as much of everything as any other big crowd of people.

**NEW YORK AMERICAN**

DAILY and SUNDAY

*Member Audit Bureau of Circulations*





Meredith Nicholson's  
latest novel -  
his first to be published serially -  
begins in the October 1915 issue of  
**THE RED BOOK MAGAZINE**



# One of the 6 largest in America

**The Chicago Examiner is one of the six largest morning daily newspapers in America.**

**The Chicago Sunday Examiner is one of the three largest newspapers in the entire United States.**

**The circulation of The Chicago Examiner is more than merely big. It represents a vast army of responsible, responsive readers who live in the rich buying-power-area of this country.**

**Manufacturers and national advertisers desiring to extend their prestige, increase their patronage and multiply their profits, will be interested in the facts about this circulation.**

## CHICAGO EXAMINER

**The Newspaper of the Home**

**Eastern Office:  
220 Fifth Ave.,  
New York City**

**Western Office:  
Hearst Building,  
Chicago, Illinois**

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# The Natural Note in Copy

This Is a Skit, but You Are at Liberty to Draw Some Common-sense Conclusions

By James D. Adams

IF Billy Sunday tried to use the elegant diction of President Wilson his audience would laugh at him. But because he talks like himself he gets his message across.

We all know that the spoken word is more effective in selling than the written word. That is because the spoken word is believed. It takes a real effort to doubt what a salesman tells you.

Advertising is not believed to anything like the same extent. That is to say, some advertising is not. But once in a while a piece of copy is written which is believed. Great industries have been created by a single advertisement which everyone believed. It is worth while to search for the formula.

I know a manufacturer who can sell anything if only he can meet his man face to face. But when he tries to write a selling letter it goes something like this:

"Since 1839 in which year this institution was founded, we have endeavored to merit your valued patronage by scrupulous adherence to principles of fair dealing and conscientious consideration of the best interests of our patrons.

"It is with justifiable pride that we point to 75 (now almost 76) years of unyielding determination to maintain our merchandise upon the highest level of honest quality and up-to-date design. Our terms are cash with order or sight draft attached to bill of lading. Thanking you for past favors and trusting that we may be honored with your esteemed patronage in the future, I beg to remain —"

And he thinks he has written a pretty fine letter.

Now just to get at the problem from a different angle, let us imagine ourselves in a department store in that mythical country to which some copy men are translated in the frenzy of their crea-

tive moments. We approach the toilet goods counter.

CURTAIN RISES ON THE WONDERFUL COPY-WRITER'S LAND

Presiding there is an exquisitely ravishing blonde in a superb evening creation directly imported from the salons of Paris.

She smiles. The pearly whiteness of her teeth outrival a lily of the valley which droops from one corner of her cherry lips.

"The fascinating fragrance," she murmurs, "delicate, indescribable, exquisite—approaching the elusive elixirs of nature's alchemy—the talc powder of distinction for discriminating ladies of cultured taste and innate refinement, is Fanchon's Fairy Flopsis. Because of its matchless charm and boundless reputation, this powder has been extensively imitated, but in none can you find the superlatively dainty softness and impalpable texture which have made Flopsis the favorite of America's most exclusive boudoirs. Buy only Fanchon's Fairy Flopsis."

At the next counter they sell tobacco and cigars. A rather rough but jolly chap is in charge. He has on a blue flannel shirt and khaki trousers and wears a two days' beard.

Leaping over the counter, he slaps us cordially on the backs and shouts, "Howdy pals; breezed right up to the Humidor first thing, didn'tja? That's right. How's the old tingle tongue—sore, hey? Bit by the Bulldog. Ha! Ha! Briar burns the bronchials. Old peter pipe peppers the palate. Say Bo, you ain't burning the right Burley. Try Tuxbert—tobacco that teases. Tempt your tongue with a taste of Tuxbert that never tangled a temper or tinged a tooth. You can pack a peck of it in peter pipe and never know the nib of your tongue has a nippy

nerve near it. Play the game, Pal. Buck the bowl with a bunch of Burley's best!"

Retreating from this spirited discourse, we bring up against the soda-water fountain where dainty bathing nymphs disport in crystal tanks of bubbling water.

One siren voice chants as follows: "Sprinkle the arid desert of your throat with a sparkling shower of orange phosphate. Arbitrate the raging furies of your thirst with Royal Grape Juice. Jones' Sparkling Water bursts in a cascade of glorious purity from the icy depths of nature's fairest spring. Are you tired—irritable—depressed? Quimby's Quencher is not only a delicious and refreshing beverage but it reacts gently on the nerves, rests you, and puts renewed energy into your tired muscles. Try Quimby's Quencher. Five cents everywhere."

"DO YOU LOVE THIS OLD MAN?"

Down in the basement, where we rush to avoid entanglements with the hours of the soda fountain, we discover the hardware department and approach a man selling agricultural implements. From his shoes we gather that he keeps cows and the balance of his attire bears out this surmise.

On perceiving us he suddenly seizes a megaphone and bellows in our ears so that our hats blow off, "FREE!" Seemingly satisfied with our petrified attention, he drops the megaphone and settles down into a wheelbarrow. Producing a large knife, he proceeds to whittle away at the handle of the barrow.

"We will give you," he whispers confidentially, "absolutely free, without placing you under any obligation to buy, and simply to make you acquainted with our extraordinary values, without a red penny of cost to you except three cents in stamps to pay postage, providing you will sign the coupon below agreeing to act as our agent and accept our big commissions (one man made \$1.27 on one Sunday morning working on our plan) we repeat, if you will send us three cents and sign the coupon, we will send you a ten-

page folder describing our wheelbarrows, together with return postal, order blanks and a pretty little stamp for your boy's collection.

"Dobson's wheelbarrows are built on honor. The handles extend in one piece clear through to the wheel, which is held by steel straps at both ends of the axle. The axle is round and is made of solid, drawn steel. The wheel has eight, solid, hardwood spokes, sunk into the hub at one end and nailed to the wood rim at the other end. The wood rim is in four pieces, being held firmly together by the steel rim. We guarantee that if this steel rim comes off you can hammer it on again with a rock, providing the wood rim does not come apart. The body of the wheelbarrow is attached to the handles with four steel bolts, being locked underneath with nuts. The woodwork has a sawed surface and is finished natural.

"We want every up-to-date farmer in this country to have one of these sturdy wheelbarrows, and as a special inducement we will deliver the first one ordered from your town free on board freight car at our great wheelbarrow factory. This offer is for 30 days only. Don't forget our big free offer. Fill out the coupon now and make big money as our agent. Agents are expected to buy one wheelbarrow for a sample. Wholesale price to agents, three dollars and eighty-four cents."

By a desperate effort of will, we manage to drag ourselves away from the wheelbarrow and its fragrant occupant, dashing into the nearby elevator and shrinking into the far corner until we reach the top floor, on which is located the store's wholesale department.

Several clerks leap at us, shouting wildly. From the turmoil, we catch several phrases: "Accept our big dealer's offer." "Our Goods half sold already." "Give your customers what they want—they want Daisy Tooth Powder." "Study our Dealer's Helps Offer." "Are you in business for

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Profit?" "We've made the Demand—you fill it." "Write for our exclusive Agency Plan."

Fortunately, a window back of us opens onto a fire-escape—let us descend to the street and discuss our curious adventure.

Why did all that flow of language fail to convey a single spark of conviction?

I figure it out this way: a thought to find quick entry into the brain must be expressed in the same words the owner of the brain would use to express it.

Now a woman talks about talcum powder in exactly the same way that she talks about soap powder. She speaks a limited patois which must answer all of her conversational needs, regardless of the topic.

But in the writing of advertising it seems to be accepted that certain formulæ or styles of English must be followed, each class of products calling for a different style.

We have food copy, mail-order copy, beauty copy, style copy, joy copy, heart-throb copy, high-brow copy.

#### SINCERITY LEAVES AS ARTIFICE ENTERS

All of these styles have one common quality—they must be artificial. A writer who is laboring to conform to a fixed formula cannot make his copy sound sincere. It may be clear, it may be read and commented on, it may accomplish some kind of results—but it is not believed.

As far as I can ascertain the linking of a certain style of copy to a class of products was always, in the first place, accidental. Take Big Ben as an example. The first Big Ben copy was unusual, but it nevertheless expressed genuinely one man's personality. It was buoyant, hearty, good natured. It was believed and made a great success. As a result, I suppose alarm clock advertising will to the end of time be a weak parody on Big Ben, and we will have grafted on to the profession a new style of copy.

I suppose we ought to be grateful that the first successful tobacco

advertising wasn't written in coon dialect.

If there is any rule to be deduced from all this, it is that copy, to be believed, must read exactly as it would sound if spoken by you, spontaneously and unaffectedly.

There is one more reason why very little copy has this human, one-man-talking-to-another quality.

It is corrected too much. Copy that is a composite of how four men would have written it is never convincing. Every start of the blue pencil lets out a little blood.

I have tried a good many different ways and am fully convinced that the only safe way to correct copy is to tear it up.

#### Changes in Art Metal Organization

G. M. Murphy, president, and E. St. Elmo Lewis, vice-president and general manager of the Art Metal Construction Company, Jamestown, N. Y., have resigned. Harry Stoddard, sales manager of the Simms Magneto Company, has been elected president and general manager of the Art Metal company.

Mr. Lewis states that he will probably make his headquarters in New York after November, where he will engage in the work of industrial organization with special reference to distribution.

#### Union-Suit Patent Upheld

The Cooper Underwear Co., Kenosha, Wis., has secured an injunction in the United States District Court at New York, against M. H. Lambert and the Varsity Underwear Co., for infringement of its patent for union-suits. According to the decree, the patent which has been the subject of dispute in the trade for some time, was upheld at all points. The defendant has taken an appeal.

#### Marshall Field & Co.'s Fall Activity

Marshall Field & Co. (wholesale), Chicago, are about to launch a national campaign in the magazines for Athena Underwear. They are also planning newspaper campaigns for Burlington Hosiery, Carmen Hair Nets, and Cloister Silk Crochet Cotton. The Mahin Advertising Company will place the business.

#### Triangle Film Account Handled by Cheltenham

The Cheltenham Advertising Agency, New York, is handling the account of the Triangle Film Corporation.

## Non-advertised Cigarette Starts Advertising

Campaign for Schinasi Bros.' "Naturals" to Cover Two or Three Years—Statement in Box Interiors That They Need No Advertisement Will Be Omitted When New Boxes Are Made

AFTER twenty years in the field without resorting to advertising, except a limited use of posters a couple of years ago, Schinasi Brothers, makers of "Na-

**SCHINASI BROS.**

**NATURAL CIGARETTES**

PLAIN OR CURRY TIP Have Enjoyed 10 Over 15 Twenty Years of CONTINUED POPULARITY!

For any other cigarette to have maintained such a dominant position of honor among smokers for so long a time would have been extraordinary. But for "NATURAL" it is only the direct consequence of the Unvarying Excellence of the Pure Turkish Tobaccoes and the SUPERIORITY of their MANUFACTURE under the personal supervision of the SCHINASI BROTHERS.

"Natural" Smokers Never Change! ALL AGES ENJOY THEM.

Their reputation is built on their QUALITY and not on CIGARETTE PRICES. Premiums or other alluring, misleading arguments.

### A DEPARTURE IN CIGARETTE ADVERTISING

tural" cigarettes, have begun a campaign which is expected to run for two or three years.

Six New York City papers are being used now, and plans for the addition of other newspapers outside of the metropolis are under way. It is likely that the magazines will be added to the list of mediums later on.

The original plan was to use newspapers outside of New York, and when that campaign was well under way to concentrate on the metropolitan district. But the action has been reversed. It is expected that a special drive will

be made in the foreign-language papers.

For years the interiors of the "Natural" boxes have contained in red ink this statement, "Schinasi's Cigarettes Need No Advertisement." When the campaign was being discussed it was decided to remove that statement from the package. However, a great many packages were already in the dealers' hands, and it was determined to postpone the change until new boxes were sent out.

Large space is being used in the New York newspapers. The copy began to appear on September 7. Already, new layouts are completed which will use more space than the first ones. The Hugh McAtamney Company is placing the advertising.

### Buys Paterson, N. J., "Guardian"

Charles Curie, principal owner of the Paterson Press and Sunday Chronicle, has purchased a controlling interest in the Paterson Guardian. The stockholders of the Guardian Corporation have elected Mr. Curie president, William B. Bryant, formerly of the New York Tribune, secretary, treasurer and general manager; John L. Matthews, formerly of the Brooklyn Times, vice-president and editor.

It is stated the Press and Guardian will soon be merged into one newspaper operating in the evening field.

### Death of Sereno S. Pratt

Sereno S. Pratt, secretary of the New York Chamber of Commerce, died at Troy, N. Y., on September 13, aged 57 years. He had been active in newspaper work ever since his graduation from college and was widely known as a writer upon financial subjects. He had been associated in an editorial capacity with the Commercial Bulletin, Journal of Commerce and New York World, was financial editor of the New York Times and editor-in-chief of the Wall Street Journal.

### Cunningham Elected Secretary of Carl M. Green Co.

Howard J. Cunningham has been elected secretary of the Carl M. Green Company, Detroit advertising agents. He has been associated with the company for a year and a half.

### Indianapolis Agencies Combine

The Russel M. Seeds Company and the Sales Service Corporation, both of Indianapolis, have combined, under the name of the first-named agency.

# Metropolitan Philadelphia

is a huge and profitable market for the national advertiser. It has a trading zone of forty miles which serves 5,000,000 people, and an industrial activity yielding 211 of the 264 products manufactured in these United States.

Its enormous trading zone and the steady incomes derived from its industries make Philadelphia a great buying centre of unusual stability.

The Public Ledger is the only 2c paper in Philadelphia. It is regularly read and respected in 65,000 homes, some of which it has entered daily since 1836.

On September 14th the Evening Ledger—a one cent paper—celebrated its first birthday, and its 100,000 circulation.

These two reputable papers, covering 165,000 concentrated circulation, possess a selling power which merits the attention of the national advertiser. The combination rate is 25c a line flat.

## Public Ledger—Evening Ledger

INDEPENDENCE SQUARE  
PHILADELPHIA

## Whence Comes Such Faith, Loyalty and Enthusiasm

The two letters reproduced on opposite page are from men with brains and executive ability. What would editorially appeal to them would not be apt to appeal to people of less intellect.

Mr. Wellborn, you will see, has the South's "Standard farm paper" follow him from Anniston to Atlanta, Ga., while Mr. Maddox—a man whose business suffers for more good papers like ours—yearns for it to be in every farm home in his territory. We yearn with him, but can't make our paper cheaper.

### Does a Nickel Look Bigger Than a Dime to You?

Hold a nickel in one hand and a dime in the other and say to a little girl—"Here, Babe, take your choice" and (unless she's very wise) she will take the nickel because it looks the biggest. As she grows older, however, she gets wiser. Experience is a good teacher.

The Progressive Farmer really is the South's best

farm paper—the Standard reliable, authentic farm paper. Men of brains prove it by reading it and checking records of high-class advertisers are splendid evidence. Notwithstanding the fact that we make no cut-rates or trade deals, our paper leads its field in clean advertising carried at rate-card rates.

### It Covers a Rich Field

From Virginia to Texas, this paper best serves the good farmers of the South. Even though you do not use Southern farm papers in general the individual readers of our paper are as good as the individual readers of any farm paper and—on this basis—no national or Southern list is complete without it.

Before you close your list, give us a chance to prove our claims. We can refer you to many high-class advertisers who have used this paper with marked success and many, too, who have found it in a class by itself in the Southern field.

# THE PROGRESSIVE FARMER

*"The Paper that serves its Readers  
Best, serves its Advertisers Best."*

J. A. MARTIN, Advertising Manager

**Birmingham, Ala.**

**Raleigh, N. C.**

**Memphis, Tenn.**

**Dallas, Tex.**

George W. Herbert, Inc.,

Western Representatives,

119 W. Madison St.,

(Advertising Bldg.), Chicago.



Wallace C. Richardson, Inc.,

Eastern Representatives,

41 Park Row,  
New York City.

**OFFICERS**  
**M. B. WELLSBORN**  
 PRESIDENT  
**EDW. T. BROWN**  
 VICE PRESIDENT  
**JOS. A. WOOD**  
 CHAIRMAN  
**W. H. WILSON**  
 SECRETARY  
**M. W. TOOLE**  
 TREASURER  
**J. B. FINE**  
 CASHIER  
**M. W. BELL**  
 ASST. CASHIER

## FEDERAL RESERVE BANK OF ATLANTA.

**DIRECTORS**  
**EDW. T. BROWN**  
 ATLANTA, GA.  
**W. H. WILSON**  
 ATLANTA, GA.  
**W. H. WILSON**  
 ATLANTA, GA.  
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**W. H. WILSON**  
 ATLANTA, GA.  
**W. H. WILSON**  
 ATLANTA, GA.

Atlanta, Ga., August 26, 1915.

The Progressive Farmer,  
Birmingham, Ala.  
Gentlemen:

Please change my address from Anniston, Ala., to Atlanta, Ga., care of FEDERAL RESERVE BANK. If I am in arrears, kindly send bill and I will remit.

I am going to try some Bur Clover on my farm near Anniston. Will it do well on rather low ground?

Your paper has done so much for the farming interests of our section, I feel that I cannot do without it. While in the banking business in Anniston, I got many subscribers for your valuable paper.

You can rest assured the Federal Reserve Banking System is now doing, and shall continue to be helpful to the farming interests.

Yours truly,

*M. B. Wellsborn*

## ARMOUR FERTILIZER WORKS

GENERAL OFFICES UNION STOCK YARDS  
CHICAGO, U. S. A.

SOUTHERN LIFE & TRUST CO. BUILDING  
GREENSBORO, N. C.

July 9, 1915.

Mr. J. A. Martin, Ad. Mgr.,  
Progressive Farmer,  
Raleigh, N. C.  
Dear Sir:-

Please note copy of letter I am writing our Chicago office. I am sending this for your approval, and not for publication.

If I had five thousand dollars to give to the farmers of North and South Carolina, I should invest it in buying subscriptions to The Progressive Farmer.

Yours truly,  
ARMOUR FERTILIZER WORKS

JEM:P

*J. E. Maury*  
Division Manager.

## A National Paper Service

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they might be located or what they want to buy in the paper line.

Birmingham and Seaman representatives are picked men. They hold their position because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

**BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

**Tribune Building, Chicago**

St. Louis

Minneapolis

New York City

Milwaukee

Detroit



# Protecting the Nickname of Your Product

How Coca-Cola and Big Ben Clocks Are Meeting a Curious Problem

"NEVER heard of such a thing," this probably represents the attitude of the average advertiser with respect to the protection of the nicknames of nationally advertised goods. Doubtless, nine advertisers out of ten have had thus far no necessity for worrying about unfair competition in its very newest guise. But the makers of Coca-Cola and the manufacturers of "Big Ben" alarm-clocks have already had to take action against the latest wrinkle in substitution and it will be someone else's turn next.

If soda-water patrons can be "double-crossed" when they call for "koke" or "dope" expecting to get Coca-Cola, and if customers who ask for "The National Call" can be supplied with an alarm-clock perhaps not equally as good as "Big Ben" where is the thing going to end? If nicknames cannot be fully protected in trade we will have to keep a sharp lookout when we demand "Bud" instead of specifying a favorite beer by its full name, or when we ask merely for "Pied" cigarettes, or when we take any of the other numerous short-cuts of this slangy age.

At that, this protection of nicknames is a brand-new issue in the field of trade-mark practice and restriction of unfair competition. When, a few weeks ago, representatives of the Coca-Cola Company and the Western Clock Company decided simultaneously to take action at the Patent Office to get all that is coming to them in trade by seeking protection for the nicknames of their respective products they were laughed at by almost everybody in trade-mark circles who heard of the attempt. Yet, as it turns out, these two manufacturers have, in a sense, won the first round of their fight to establish a new principle for the benefit of advertisers in general. The final disposition of

both cases may be some distance off, but it is highly significant that in manuscript decisions, recently made, Assistant Commissioner of Patents Newton, the foremost trade-mark authority in the Patent Office, has recognized the force of the logic that "a rose by any other name" may be translated into terms of trade.

It may add zest to current developments that in one of these controversies—the one involving alarm-clocks—the contest is between a national advertiser, distributing through regular retail channels, and a catalogue house selling by mail. The Western Clock Company, makers of "Big Ben" are opposing the registration for Sears, Roebuck & Company of the term "The National Call" as a trade-mark for alarm-clocks.

## PRIOR USE OF NICKNAMES

In support of its effort to block the Chicago mail-order house the Western Clock Company submitted to the Patent Office officials evidence that in connection with the advertisements of "Big Ben" clocks extensive use has been made of the nicknames "The National Alarm" and "The National Call." Such use antedated, of course, the use of the latter phrase by Sears, Roebuck & Company, and it was represented that to such an extent have "Big Ben" clocks become known to purchasers by these nicknames that "an order or request directed to a dealer in alarm-clocks, for 'The National Call' or 'The National Alarm' would be intended by the user of such phrase and understood by the dealer in such clocks to be a specific and definite request for a clock of Western Clock Company's manufacture."

Sears, Roebuck & Company, in turn, contended that the "Big Ben" people had not alleged a trade-mark use of the nicknames in controversy, since they could

not claim that they had actually applied these phrases to the goods. The mail-order firm urged that the mere use of such phrases in advertisements was not sufficient ground for claiming the measure of protection sought, and in support of its position rallied the decisions in the Battle Creek Sanitarium Company case and the memorable dispute between the Hump Hairpin Company, and the De Long Hook and Eye Company.

During the consideration in the Patent Office of this tug of war over alarm-clock names there has been extensive reference to the only previous case that comes within gunshot of setting a precedent in the matter of the protection of nicknames. This sole forerunner in this country of the new slant in competition was the case of the Denver Chemical Manufacturing Company vs. Lilley, and the object in that instance was to establish rights to the term "Denver Mud," which was used as a nickname for Antiphlogistine. However, in that case, the proof was not as clear as some people might have wished as to just how much confusion in trade and substitution were involved, and furthermore the case was one of unfair competition which supposes a different status from trade-mark clashes such as the present.

Another old case that has been raked up to furnish guide-posts for the decision of the present-day rights of nicknames is the English case of "Dog's Head Ale." In this liquor case the aggrieved party was the owner of a trade-mark which embodied a picture of a bulldog and the words "Read's Bull Dog Bottling," or something of the sort. In time the product of the Read establishment came to be known to the public and called for as "Dog's Head Ale," whereupon along came a rival concern and put out a mark for "Celebrated Terrier Ale," consisting of a picture of a terrier and the words above given. The first-comers in the field argued that if a man called for "Dog's Head Ale" it would be an easy matter to give him Terrier

Ale instead of Bull Dog Ale, which he really ought to have, and the courts seem to have accepted this view of the matter.

#### ASSERTS THAT "KOKE" SIGNIFIES "COCA-COLA"

The Coca-Cola Company's present effort to protect the nicknames of its product is directed against the Koke Company of America. Incidentally, it may be noted that probably no concern making a nationally advertised product has ever had so much trouble with substitutors as have the makers of Coca-Cola. There are various reasons for this. One is found in the fact that so large a proportion of the output is sold over the counter, sold as single drinks rather than disposed of in package form to the ultimate consumer. Then again, it has been comparatively easy to put out drinks that look like Coca-Cola and taste sufficiently like it to deceive the unwary. Innumerable rivals have sought to register trade-marks perilously close to Coca-Cola. Just now the Coca-Cola Company is fighting attempts to register "Chero-Cola" and "Carbo-Cola." And finally there is the problem with which we are immediately concerned, the propensity of a large proportion of those who regularly drink Coca-Cola to call for their favorite drink as "dope" or "coke" or "koke."

In brief, any advertiser who ever finds a nickname a trade problem can probably derive knowledge, if not comfort, from the experience of the Coca-Cola producers. And it is significant that the nickname dilemma doesn't seem to weaken the allegiance of the Coca-Cola Company to the present sales plan. When a representative was asked by PRINTERS' INK whether substitution via the use of nicknames was calculated to make the company desirous of selling a larger share of its output in original packages direct to ultimate consumers he replied, "Oh no, we will depend on eternally keeping after the substitutors and infringers."

The present action of the Coca-

The publishers of Every Week  
and the Associated Sunday  
Magazines take pleasure in  
announcing that

BARRETT ANDREWS

will shortly join their organ-  
ization.

Mr. Andrews resigns  
the position of adver-  
tising manager of  
Vogue and Vanity  
Fair, but will continue  
as an officer and  
director of the Vogue  
Co., and the Vanity  
Fair Pub. Co., Inc.

EVERY WEEK CORPORATION

ASSOCIATED SUNDAY  
MAGAZINES, INC.

95 Madison Avenue

New York City

Cola Company in opposing the registration of "Koke" as a trade-mark is, the reader will understand, a move, separate and apart, from the fight which the Coca-Cola Company is making against the Koke Company on the score of substitution and unfair competition. In the courts of four different States—in Texas, Arizona, Louisiana and Missouri—cases are now pending wherein the Coca-Cola Company goes after the competitor that would capitalize the nicknames of its product and the four massive volumes of evidence that have been collected—among the most extensive ever taken under such circumstances—afford a liberal education as to retail-dealer methods as practised in many of the smaller cities and towns of the United States.

But to get back to the trade-mark case of "Coca-Cola" vs. "Koke," it is observed that the issue involves an insidious form of competition that has been bothering advertisers increasingly of late, a filching of trade-mark prestige without what would appear on the face of it to be actual infringement of any technical trade-mark. Of course no person in ignorance of the inside history in the case would suppose that "Koke" so nearly resembles "Coca-Cola" as to "cause confusion or mistake in the mind of the public, or to deceive purchasers." But an entirely different face is put on the matter when, as the Coca-Cola Company explains, "the public has nicknamed its goods 'Koke' so that a request at a soda-fountain for 'Koke' is understood to be a definite request for Coca-Cola and that therefore the Coca-Cola Company would be damaged by the registration of the word 'Koke.'"

#### LEGAL PRECEDENTS SCARCE

Happily for advertisers, the tribunals at the Patent Office have lately shown a disposition to place no narrow interpretation upon that portion of the trade-mark statute which applies not only with reference to this matter of nicknames, but likewise to other new tricks of trade of questionable

propriety. In considering the present Coca-Cola case the Patent Office officials have been guided somewhat by the court decision in the case of the H. W. Johns-Manville Company vs. American Steam Packing Company where the word "Asbestos" was the bone of contention. Likewise, the opinion in the case of Natural Food Company vs. Williams has been a guide, where the protection of the trade-name "Shredded Whole Wheat" was at issue. Assistant Commissioner Newton, in considering the various phases of the Koke and Coca-Cola clash, made the significant observation: "The line of division between an infringement of a trade-mark and unfair competition is frequently not a clear one. Indeed, infringement of a trade-mark is unfair competition, that is, the very foundation of the wrong."

The growing habit on the part of the public to use a nickname in asking for an article in a store if there is any nickname that will serve is evidenced by much testimony that has been taken in various parts of the country with respect to sales of Koke and Coca-Cola. One druggist in Texas, as indicating the present trend, said: "Why, lots of people come into my store and ask for 'a whale' and I know what they want."

"Well, what do they want?" he was questioned.

"Why, a big Hamilton Fish Cigar."

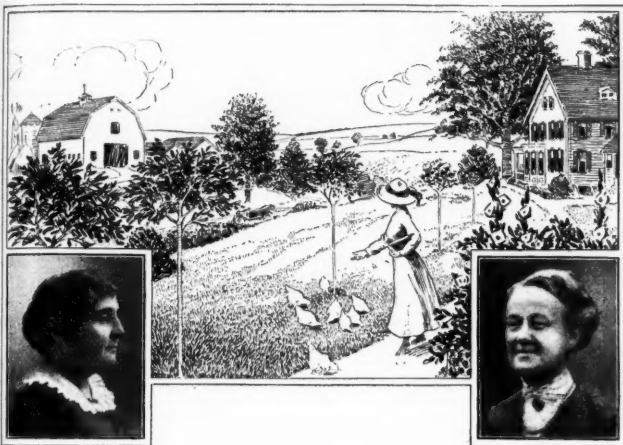
#### Sale of Boston "Herald"

The Boston *Herald* and *Traveler* were sold at auction on September 14 to Morton F. Plant, for \$1,800,000.

The new company is called the Boston Publishing Company, the officers being Robert Lincoln O'Brien, president; F. De C. Sullivan, vice-president; James H. Higgins, treasurer and general manager; Thomas W. Streeter, clerk.

#### Parton Succeeds Waxman on "Everybody's"

Percy Waxman, publicity manager of *Everybody's Magazine*, has gone to Europe for an indefinite stay, and will travel in England and France. Mr. Waxman is himself an Englishman. He is succeeded as manager of publicity of *Everybody's Magazine* by Hugo Parton.



MRS. SEARING

JENNIE JONES

## The Farm Woman and Her Friends

"I would rather live here," said a farmer's wife to me, "than in a Fifth Avenue mansion, now that my husband has given me a washing machine, put running water in my kitchen, and bought me a car."

Less spirit-breaking drudgery—more social intercourse—here is the simple recipe that brings contentment to this woman and millions of her sisters. Today's preaches it monthly.

Mrs. Annie E. P. Searing, a noted writer on subjects of interest to women, and Miss Jennie Jones, a practical farm woman, organizer of rural clubs for Cornell University, and originator of the now country-wide church agricultural fair, tell farm women in every issue of Today's how to attain "life more abundant."

*Sarah Field Splint*

EDITOR

## Today's Magazine

This is the eighth advertisement about Today's editorial policy.

## **T**ELL your story to the buyers in the iron, steel, foundry, machinery and metal working fields.

A big national advertiser once said: "50% of my advertising is no good but I don't know which 50% it is, so I continue in all of the mediums."

There is no guess work about THE IRON AGE circulation. The advertisers know exactly what they buy; our booklet, "The Metal Working Market of the World," gives the information in detail. It is the last word in detailed analyses of circulation; it tells what the subscribers manufacture and the class of equipment that they use in the manufacture of their product.

Never before has a trade-paper carried a circulation test to such a degree of fineness whereby the value of the circulation in any locality could be quickly determined. The Audit Bureau of Circulations, of which THE IRON AGE is a charter member, is accepted as final in most cases—but we have gone even further to produce valuable statistics helpful to the advertiser.

The following paragraph which is an excerpt from the booklet (a copy of which you may have for the asking) shows how over 30,000 letters of inquiry were solidified in concrete form.

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average pecuniary strength, according to R. G. Dun & Co., is \$5,300 per subscriber in Connecticut and \$266,037 for each subscriber in Ohio. It is fair to assume that this average would be maintained throughout the United States. In this computation no firm was rated at more than \$1,000,000.

tain returns from your advertising it is necessary to reach the men who are financially responsible for business—who read a trade journal on which they can depend.

THE IRON AGE reaches these men—the presidents, vice-presidents, purchasing agents, superintendents, engineers, and the like. They are the dominating factors in the pulling of any medium. Place your advertisement before them in the columns of THE IRON AGE, through the 1100 advertisers are constantly telling their story to the men with the power to buy.

## THE IRON AGE

Member of A. B. C.

239 West 39th Street  
New York City

*He is reading the booklet THE IRON AGE—the Metal Working Market of the World, and the paragraph at the left engrosses his attention.*



# You Have Probably Held

in your hands more sheets of Warren's papers than of all other makes combined.

The history of American coated paper began in the Warren Mills. The best magazines have used Warren's papers from the beginning. Untold millions of the best books and catalogs are on Warren's papers.



These facts should influence *your* selection of paper.

Write on your business stationery for our handsome new portfolio of printed specimens of WARREN'S STANDARD PRINTING PAPERS. It will show you several ways of insuring high grade printed matter.

## Warren's Coated Printing Papers

*Cameo-Dull—Coated—Lustro-Fine Glossy  
Cumberland-Glossy—Silkote-Semi-Dull  
Printone-Imitation Coated*

Our Special portfolio of specimen sheets and effects will serve to show you why. Your office needs it. Write:

S. D. Warren & Co., 163 Devonshire Street  
Boston, Mass.

*Manufacturers of STANDARDS in Coated and  
Uncoated Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"



## A Method of Comparing Sales Territories

How the United Gas Improvement Company Demonstrated the Relative Importance of Its Sales Districts—Incidentally It Trained Its Men in Planning Sales Campaigns

EVERY sales manager who has wrestled with the quota problem knows how difficult it is to compare the sales possibilities of one territory with those of another. He also knows how hard it sometimes is to convince the individual salesman that his quota is not too high, or, what amounts to the same thing, that the other fellow's quota is not too low. It is only natural for the salesman in the field to think that his particular territory is harder than the average, and that if he was only over in the next district he could show the house a thing or two. So the sales department must compare as best it may the relative possibilities of each territory, weigh the abilities of the salesmen, and establish quotas according to its best judgment. After that, it is a question of handling the kicks as they come in.

Salesmanagers in many lines will be interested in the experiment tried last spring by the United Gas Improvement Company, of Philadelphia, to ascertain the relative importance of its various sales districts and to demonstrate the facts to its own men. The plan in its entirety could hardly be applied over any very wide territory, but adaptations of it might well be useful in special cases. P. J. Naschold, representative of the company for the city district of Philadelphia, describes the plan as follows, in "New Business," the company's house publication:

"The city sales force consists of fourteen men and each man has assigned to him a special selling district. The plan, as carried out, concentrated this entire selling force in each man's territory twice during the campaign, for a period

of two hours in the afternoon (between three and five o'clock).

"In order that there should be no partiality shown as to whose district should be worked first (as it was entirely an experiment), the name of each man was written on a separate piece of paper. These were placed in a box and were drawn out one by one. As each man's name was drawn, the district to be worked was listed in regular order. Monday, Wednesday and Friday afternoons were the campaign days, but when any of these days fell upon pay day, or the weather was inclement, then the work was set back one day, but the order of the work was not changed.

"The men would meet at a designated place pre-arranged by the representative in whose district they were to work. The streets to be canvassed, as well as the appliances to be sold, were left to the judgment of the representative directing the work. This plan gave each man a chance to show his ability to map out a selling campaign with business-getting results.

"The men worked in pairs, each pair taking one side of a designated street. By their combined efforts and arguments, they generally landed the sale wherever the prospect was in any way interested. The sales covered small miscellaneous and accessory appliances, as well as the usual standard gas ranges, water heaters, fixtures, domes, indoor and outdoor arcs, single lights, reconnect orders, maintenance contracts, etc.

"One of the most valuable aids to the salesmen in this special work was the packets prepared by the advertising department. These packets or envelopes contained a gas range catalogue, special water heater folder, gas iron card; in fact, all advertising literature showing gas appliances for the home. On the day previous to the group canvassing, a boy who had been selected for the purpose, delivered these packets from house to house and in this way the whole district was covered with advertising matter. Considerable



## ELL your story to the buyers in the iron, steel, foundry, machinery and metal working fields.

A big national advertiser once said: "50% of my advertising is no good but I don't know which 50% it is, so I continue in all of the mediums."

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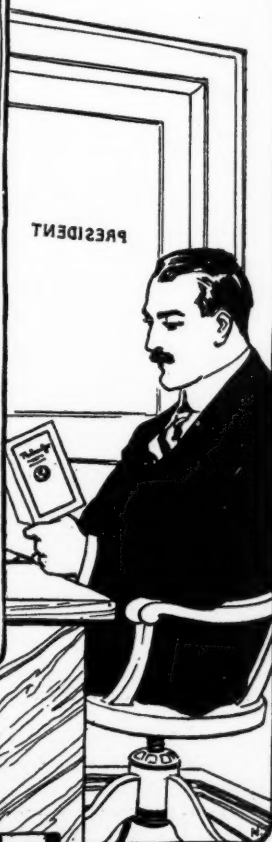
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credit for the results obtained must be given to this method of distributing advertising matter, as it aroused interest and gave every householder ample opportunity to look over and discuss the various appliances advertised prior to the representative's call.

"The earnings of the entire force, during the period spent in any one man's territory, were pooled and the sum given to the man whose district was worked on that particular day. The final results, embraced within a period from April 26th to July 30th, are shown in the following table. At the left of the table are shown the points made by each man, during the two-hour periods extending over the duration of the campaign, and also the value in money of the appliances sold. To the right, in each case, are shown the total number of points made for each man by other representatives working in his district and the money value of the appliances.

Salesman	Business Sold by Points	Each Man Amount
A	296	\$ 367.11
B	470½	571.66
C	272½	309.41
D	278	310.21
E	220½	223.19
F	384½	466.38
G	291	362.21
H	307	283.16
I	447	548.31
J	735	873.16
K	268	324.91
L	382	378.28
M	479	565.93
N	561½	597.83
Total.....	5,392½	\$6,181.75

Salesman	Business Sold for Points	Each Man Amount
A	112	\$ 134.50
B	537	706.74
C	299	351.85
D	443	474.63
E	426½	380.00
F	330	318.39
G	304½	349.05
H	464½	547.23
I	631	764.93
J	198½	216.53
K	340	392.60
L	338½	439.00
M	386½	419.23
N	581½	687.07
Total.....	5,392½	\$6,181.75

"It will be obvious that the totals of the columns relating to points and money value will agree,

for the reason that all sales made by any man during the two-hour period must show up either in his own territory or in the territories of other men whose districts he helped to work.

"The above table indicates that some subdistricts are better than others. There had always been various opinions regarding this point, but when the same group of men worked the various subdistricts, and assuming that the same energy was expended in each case, then it is only fair to assume that the result is a true indication of the business possibilities of the respective subdistricts.

"For instance, compare subdistrict 'A' with subdistrict 'I.' The former produced 112 points and business to the value of \$134.50, and the latter produced 631 points and business to the value of \$764.93. Of course these are extremes, but they illustrate the point in question.

"The table also shows clearly that some men are better salesmen than others. This also is a statement rarely disputed, but the writer believes that this method is the best yet devised to give the office a line on the comparative selling ability of the men, as it must not be forgotten that all the men work in each of the subdistricts at the same time, so that the work is the same and the results indicate to a fairly accurate degree the difference in the men.

"It might also be said that the total result of the work is not entirely covered by the above table of values, for we must consider the stimulus given by the combined work of the men, as well as the undoubted psychological influence in the neighborhood, when the company's fitters were known to be connecting a large number of appliances; and in addition to this, the prospects that were developed were afterward worked to very good advantage.

It is needless to add that the company has, in the table of results obtained in the various districts, a pretty good basis on which to establish sales quotas.

# Do You Want To Reach Ready-Money Farm Folks?

**A**RE YOU skimming the milk off the *Bottom* of your merchandising possibilities? Or are you getting the *Real Cream*—the rich farm trade—the sort you can influence through COMFORT?

Perhaps you want *Proof* that the people you can reach through COMFORT have *Real Buying Power*.

By a lucky accident this proof has evolved itself.

In the May issue COMFORT'S Editor asked our subscribers to send pictures of their homes, to be published in COMFORT. All the clear, reproducible pictures they sent us—from the pioneer's sod house to the stately farm mansion—have been published in a book.

The million and quarter homes that COMFORT reaches each month will, we feel sure, run equal or superior to the sample lot pictured in the COMFORT Home Album.

On this page and the four which follow, appear a few of the pictures and letters our subscribers sent us. These do not by any means represent the best which are shown in the Album.

If you want to reach a million and a quarter of the sort of homes pictured here, you can do so with telling force through the forthcoming

## Nov. Special Home Makers' Issue.

It will be the 28th Anniversary Number as well—full of features of vital interest to our subscribers. It will reach our people at the height of their present unequalled prosperity—prosperity resulting from smashing crops at war prices. Why not have an order sent at once, to insure a good position in an issue which is so certain to give you telling results?



THE OWNERS OF THIS FARM HAD \$7 when they took it over. Now they own 280 acres of good land, with many buildings and fine equipment. Three of the brothers run a general store, and a mill, another is a minister and a fifth is finishing college. They have taken COMFORT a long time.

W. H. GANNETT, Pub., Inc., Augusta, Maine

# Aren't These The Sort Of Thriving Farm Folks It Will Pay You Best To Reach?

Here are summaries of a few letters sent us by our subscribers telling us about their homes:

**\$36,000**

**Beloit, Wis.**—Have a 200 acre farm, worth at least \$36,000. 55 head of cattle, mostly Holstein-Friesian, 100 hogs, 8 horses. The barn is 40x80 with silo and all cement floors and two large sheds, also a milk house. Have telephone and running water, gas engine and many conveniences. Have been COMFORT subscribers for 3 years and think it a comfort in every home it enters. Mrs. E. F.

**\$20,000**

**Frederick, Md.**—Subscribed for COMFORT 20 years. Each month look for it eagerly. Think home would not be complete without COMFORT. Have running water, bath and electric lights, piano, automobile and bicycle. Farm is worth \$20,000. Miss H. B.

**\$50,000**

**Huntsville, Utah.**—Eight people in this family and all read COMFORT and lend it, so that 25 or more see each copy each month. Mrs. G. subscribed for COMFORT when a young girl and has taken it 20 years. Takes a dozen papers but likes COMFORT best. It answers all purposes. This family live on a 500 acre farm valued at \$50,000. Have 20 Percheron horses, 80 head of Durham cattle and a lot of fine poultry. Have a ten-room, modern bungalow, independent water system and many conveniences. Mrs. S. V. G.

**\$35,000**

**Springfield, Ohio.**—Have \$35,000 farm, 140 acres, of which 120 are under cultivation. All tillable land and blue grass pasture. Have 32 head of cattle all Holstein; 8 horses, 61 pigs, 27 sheep, 200 hens and 26 ducks and geese. Have two barns and a silo and a gas engine. In the house have running water, bathroom, natural gas for cooking and lighting and a telephone. Have been a subscriber to COMFORT for 2 years. Previous to that parents took it for several years. Think COMFORT is a fine paper and like it better than all other monthlies. Mrs. C. O. B.

**\$50,000**

**Wheelock, N. Dak.**—Father and brother own 640 acre north Dakota farm. Have 22 hogs, 12 cows, 150 hogs. Have an automobile and up-to-date equipment. They were among early settlers in the Northwest. Have eleven-room house. Their place is valued at \$50,000. Have taken COMFORT for 15 years and hope to take it 15 more. Miss E. S.

**\$35,000**

**Tolan, N. Dak.**—COMFORT subscribed for ten years. Owns 640 acre farm, 600 acres under cultivation. Live in a six-room house with two porches, 24 horses, 300 acres of land, 300 of which are cultivated. Keep 30 horses, 3 cows, pigs and chickens. Son owns an automobile and daughter an



Interior of a Characteristic COMFORT Farm Home

**Trenton, Mo.**—Live on 450 acre farm, which with stock is worth \$45,000. Have been COMFORT subscribers for 15 years. Mrs. M. J. A.

**Turner, Oregon.**—Own 228 acre ranch. Have house and two large barns and milk

machine. Have been COMFORT subscribers for 15 years. Mrs. C. O. B.

**Turner, Oregon.**—Own 228 acre ranch. Have house and two large barns and milk



600 acres under cultivation. With boys, 25 cows, 24 horses, 30 chickens. Son owns an automobile and daughter to organ. Have subscribed to COMFORT for ten years and could hardly get along without it. We take 4 magazines but COMFORT is the favorite. Mrs. W. S. J.

Interior of a Characteristic COMFORT Farm Home

These people, COMFORT subscribers for 16 years, are typical of the folks you reach through COMFORT. They have 164 acre farm in West Virginia, have mules and fine Percheron horses, their own gas well, telephone, running water. The daughter has been to the state university three years.

acre farm, which with stock is valued at \$25,000. Have 25 chickens, 24 horses, 30 chickens. Son owns an automobile and daughter to organ. Have subscribed to COMFORT for ten years and could hardly get along without it. We take 4 magazines but COMFORT is the favorite. Mrs. W. S. J.

Turner, Oregon—Own 228

acres. Own 228 acres. Have house, two large barns and milk house. Keep 20 horses, 35 head of cattle, 25 hogs, 200 hens. Place is worth \$20,000 or more. One of the daughters owns an automobile. Mrs. C. B. B.

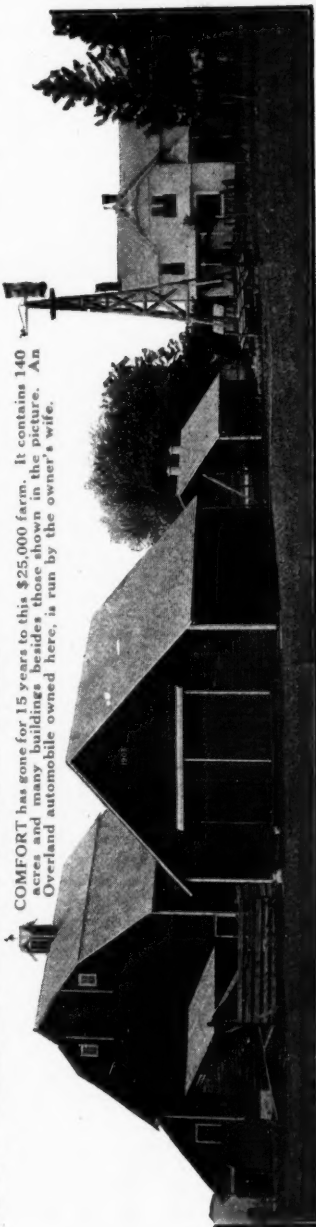
**\$250 Acres** High Point, N. C.—Own house, 250 acres of cultivated land. Keep 4 horses, 2 cows, 2 mules, pigs, 200 chickens. House equipped with modern conveniences. Own an automobile. Family includes four girls and five boys all of whom still live on the farm. Have received COMFORT as far back as they can remember. Father always reads the farm items first. C. W. K.

**\$30,000** Thornton, Calif.—Are farmers and live on 100 acre ranch. Place worth \$30,000. Have 25 acres under cultivation. House has bathroom and running water pumped with electricity. Have two big barns. Own an automobile and a piano. Live stock consists of 20 horses, 45 head of cattle, 200 pigs, 500 chickens, 28 ducks and 4 geese. Have taken COMFORT for 4 years and think it is the best paper have ever read. Parents took the paper several years before that. H. M. B.

**\$32,000** Boston, Ky.—Operate 600 acre farm for owner. 400 acres under cultivation. 2 barns, two horses, 26 cows, 200 chickens, 16 mules, 18 pigs and much poultry. Place worth \$32,000.

**These Summaries** give an idea of the average run of COMFORT'S rural readers. The letters presented here are neither from the richest nor among its subscribers—that it will wield for you if you use its columns. They indicate not only the buying power of COMFORT readers but the wonderful influence the magazine wields

COMFORT has gone for 15 years to this \$25,000 farm. It contains 140 acres and many buildings besides those shown in the picture. An Overland automobile owned here, is run by the owner's wife.



New York Office: 1105 Flushing Building, WALTER R. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc., Augusta, Maine

Chicago Office: 1635 Marquette Building, FRANK H. THOMAS, Representative

# Why Not Reach These Homes—and Lillio Through the Forthcoming November (28nni



**These Pictures** show the average run of the small-town homes that COMFORT reaches. You can judge something of their probable buying power by the houses, by the automobiles, by the stock—in fact by general appearances. If you will send for the COMFORT Home Album you can find out how very many COMFORT homes look—can judge for yourself whether or not our subscribers will be your prospects.

This  
of the  
home  
buying  
the N

nd million and a Quarter, as Good or Better,  
28 (nniversary) Number of COMFORT?



**This Page** shows a number of the smaller and less pretentious COMFORT homes. The 300 houses pictured in the Album average considerably more imposing than this. Yet the average value of the places shown in this picture—buildings, land and equipment—is more than \$10,000. Four of these homes are on farms worth over \$20,000; 10 are on farms worth \$10,000 or over. If these people have the buying power to purchase your product, how about reaching them through COMFORT? Forms close for the November edition Oct. 10.

W. H. GANNETT, Pub., Inc., Augusta, Maine.



in some of the copy. It is emphasized that cocoas having 28 per cent of cocoa butter are hard to digest, while those having 20 per cent are not sufficiently nutritious. Runkel's brand has 24 per cent of cocoa butter, according to the assertion in the advertising.

Much of the copy is in conversational style. The appeal takes in father, mother, and the children, large and small. The economical housewife is attracted by an advertisement which announces that there are 50 cups of cocoa in a half-pound tin.

Some of the copy offers a two-cup sample of cocoa. The sample will be sent on receipt of a coupon containing the dealer's name of the inquirer.

It is expected that the campaign will run through the winter until next summer. Street-cars will be used in New York and Chicago. It is possible that posters will be swung into service later.

## The Status of Sanatogen in British Territory

THE following appears in the September issue of *Economic Advertising*, published in Toronto, Canada, by Norris-Patterson, Ltd., an advertising agency:

"In the June issue of *Economic Advertising* the 'Captious Critic' made reference to the Sanatogen and Formamint advertising, pointing out that these German preparations should be barred from Canadian publications. We have received a letter from a reliable English correspondent, defining the legal position occupied by Wulff's London branch, and stating that 200 British subjects are employed there, and that large sums are spent both in England and Canada in advertising these goods, to the benefit of the Empire.

"Our correspondent also enclosed an extract from the Royal Proclamation of September 9, 1914, which reads as follows: 'Since the outbreak of the war the Government has appointed a supervisor to control the business

in England of Johannes Abraham von Wulff, of Berlin (Germany), the original proprietor of these drugs (i. e., Sanatogen and Formamint), and already that official has paid large sums of money as profits to the Board of Trade, to be retained until after the war.'

"It has been pointed out to us that shortly after the outbreak of hostilities this firm applied through their solicitors for a license to trade. The reply received from the Home Office directed their attention to the proclamation of the 9th of September, particular reference being made to paragraphs 3 and 6, as covering their case. These paragraphs read as follows:—

"(3) The expression 'enemy' in this proclamation means any person or body of persons, of whatever nationality, resident or carrying on business in the enemy country, but does not include persons of enemy nationality who are neither resident nor carrying on business in the 'enemy country.'

"(6) Where an enemy has a branch locally situated in British, Allied or neutral territory, not being neutral territory in Europe, transaction in or with such branch shall not be treated as transaction by or with an enemy.' In all fairness to German residents within the Empire, we feel called upon to print the facts in this case, as we would not knowingly injure any reputable house doing business on a business basis and in accordance with British laws."

## Brewer Leaves "Case and Comment"

Grove B. Brewer, for five years advertising manager of *Case and Comment*, a lawyers' magazine, published in Rochester, has become advertising manager for Bancroft-Whitney Company, of San Francisco, Calif., a law-book publishing house.

## Simmons Hardware Account Changes

The Simmons Hardware Company, of St. Louis, advertiser of Keen Kutter hardware specialties, is placing its business this fall through the Mahin Advertising Company, of Chicago. Wm. H. Rankin will handle the account.

# The Dangers of Aggressive Salesmanship

Evidence of "Conspiracy" in Letters to the Trade and the Sales Force

By Gilbert H. Montague

Of the New York Bar

II  
EVERY business man writes letters. As a part of the regular, daily routine, letters go out to customers and possible customers, to jobbers and dealers, and to the sales force: letters which quote prices, answer inquiries, seek information, settle disputes, declare policies. Instruction and encouragement are imparted to the selling organization by letter, and some form of "ginger-up" matter has come to be a regular institution in most concerns which do business over any considerable territory. The entire history of almost any business could be traced, step by step, and in the completest detail, by examination of its correspondence files and scrap-books.

More than that, the underlying motives of almost any business can be reconstructed by skilful piecing together of various specimens of its written and printed communications. The materials for such a reconstruction are nearly always in existence, and the officials of the Department of Justice are adepts at the work. When a concern is complained against as being in violation of the anti-trust laws, the first step is usually a conference in the office of the United States Attorney, and the second is the official examination of the correspondence as far back as the Government cares to go. The District Attorney is refreshingly frank about it. He "requests" the privilege of ransacking your letter files and your scrap books in order to determine whether or not you really intended an unlawful restraint of trade. He admits that you are perfectly at liberty to refuse, whereupon he will be obliged to go into court and commence pro-

ceedings which will authorize him to do it. Furthermore, your refusal will be construed as an admission that you have something to conceal, so that on the whole it is better to yield gracefully in the first place.

The emissary of the Government comes to your office, and spends as much time as he sees fit in going over the records of past correspondence. He takes copious notes, paying particular attention to form letters which went to the trade and the bulletins containing instructions for the sales force. Then he goes away, and perhaps prepares his bill of complaint. Later on, if the case comes to trial, a subpoena *duces tecum* can be relied upon to produce the original documents in court. The court may not agree with the Government as regards the motive behind the letters, but the significant fact remains that those very letters, which may have reposed in the files for years on end, are quite likely to prove one of the most important factors in the whole case.

## CARELESS PHRASEOLOGY MUST BE AVOIDED

Indeed, the results in so many important cases have hinged upon the interpretation which should be placed upon a group of letters—and sometimes upon a single letter—that it has been thought wise to emphasize this phase of the subject thus early in our discussion. As has been stated, every business man writes letters, and there are few readers of *PRINTERS' INK* who do not at some time or other issue statements of policy to the trade or to their own organizations. In view of the activity of the Government, and the emphasis which has been placed upon



## *An Institution*

such as ours is not merely organized for the production of fine pictures. It is our function to absorb, interpret and present pictorially, the selling story of any and every advertisable product so clearly that the reader cannot fail to understand.

Every department of this organization is equipped to take care of your requirements in this regard — whether the need be an idea for the simplest trade mark or the illustrations for a great national campaign.

CHARLES DANIEL  
FREY  
COMPANY  
*Advertising Illustrations*

MONROE BUILDING  
CHICAGO

# *The* **Butterick Trio**

Net Average Circulation  
as Reported to Audit  
Bureau of Circulations

April - 1,508,015

May - 1,514,071

June - 1,533,468

The advertising rates in THE  
BUTTERICK TRIO are based on  
a guarantee that the circulation  
shall be not less than 1,400,000

**THE BUTTERICK PUBLISHING  
COMPANY**

Butterick Building

New York City



communications of this nature in anti-trust suits, it is of the highest importance to avoid carelessness of phraseology in letters which are meant to define sales policies.

Let us examine the actual text of a few letters which have been reviewed by the courts, together with the judicial comment which they called forth. Even if they do not indicate any general rule by which such letters may be made absolutely safe (such a rule is impossible to frame under present conditions), they will at least show the process by which the court attempts to get at the ruling motive, which is the real point at issue.

Under date of January 15, 1910, the Keystone Watch Case Company sent the following letter to 131 jobbers in the United States:

"DEAR SIR: We inclose herewith our new price list which we are mailing to the retail trade to-day. These prices are subject to the usual catalogue discount and the case discount only.

"We also inclose memoranda of the prices at which Boss, Crescent, Planet, Crown, and Silveroid cases and Excelsior watches will be billed in future to our jobbers. These prices are net, subject to the cash discount only.

"These prices are confidential.

"For the best interests of our business we have determined to sell our goods exclusively to jobbers whom we find voluntarily conforming to our wishes as to the disposition by them of such goods.

"We shall make all specific sales, except of Howard watches, without any restrictions whatever.

"Whether or not our wishes as hereinafter stated be complied with, we shall from time to time exercise our right to select the jobbers to whom we shall sell our goods, and we shall, irrespective of any past dealings, refuse to sell to those jobbers who, in our opinion, handle our goods in a manner detrimental to our interests, or whose dealings with us are in any other respect unsatisfactory.

"Our present wishes are as follows:

"FIRST. Our goods bearing the

following trade-marks, to wit, Boss, Crescent, Planet, Crown, Silveroid, and Excelsior, will be sold by us to our jobbers at fixed prices, subject to a cash discount, and we desire that sales of these goods by jobbers, whether to retailers or to jobbers, shall be without deviation at the prices fixed by us for sales to retailers, subject only to the cash discount.

"SECOND. Howard watches are sold only under the terms of the license covering their sales.

"THIRD. On all our other goods we place no restrictions as to the prices at which they are to be sold by jobbers.

"FOURTH. And, further, we desire that the jobbers to whom we sell our goods bearing the following trade-marks, to wit, Howard, Boss, Crescent, Planet, Crown, Silveroid, and Excelsior, shall not deal in any watch cases other than those manufactured by us.

"FIFTH. All advertisements of our goods will be subject to our approval.

"Very truly yours.

"THE KEYSTONE WATCH CASE COMPANY."

Not such a very threatening and oppressive letter, it would seem. Probably a good many readers of these pages have written quite as vigorous expressions of their wishes, yet see what the court said about it when the Keystone Company was tried on a charge of conspiracy in restraint of trade. I quote from the case of United States vs. Keystone Watch Case Company, 218 Fed. 202 (E. D. Pa., 1915):

"Officers or agents of the company followed up this circular by visits to the selected jobbers—although perhaps not to all of them—and assured them that the letter meant exactly what it said, and that the policy outlined therein would be rigorously carried out. And it was insisted upon and was carried out. Some of the jobbers assented to the company's wishes, and with more or less reluctance gave up buying from other manufacturers, while the jobbers that refused to assent were cut off from the Keystone product altogether, unless they obtained it

through surreptitious channels.

"We do not think it necessary to spend time over the foregoing circular. We regard it, not as a request, but as a threat; and not as an empty threat, but as a real menace from a strong manufacturer. The defendant company attempts to justify both the circular and its own conduct before and after the circular was issued, by the argument that the selected jobbers were its "exclusive agents," and therefore were properly burdened with any conditions to which they might agree. But the relation of principal and agent did not exist between the company and the jobbers. They were not agents, paid for their services by salary or commission, and owing a duty to report and account; they were merely customers of the defendant company, who bought its unpatented cases by a transaction of outright purchase, and thereby took a complete title to the cases and acquired an unrestricted right to sell. And, moreover, it should be observed that they were already established customers, not only of the defendant company, but also of its competitors, and had already become trade outlets for every manufacturer of cases whose wares they had been accustomed to buy. Now, what the defendant company did was either to close these already existing and already utilized outlets, or to narrow them materially, so far as the cases of its competitors were concerned; and we think the proposition need not be discussed that this was *pro tanto* a direct and unlawful restraint of trade.

"And it is not sufficient to answer that these competitors appear to have withstood the attack with more or less success, and that their total trade did not always, or even often, diminish. Where or how they made up the loss that they must have sustained is not material; it is certain that they must have lost whatever trade they had previously enjoyed with those jobbers that yielded to the threat of the defendant's circular; and it seems clear, therefore, that in this degree, at least, there was an unlawful restraint of trade. In

other words, if this section of the trade had not been taken away from the defendant's competitors, we may reasonably suppose that they would have retained it; and this fact seems to be a final answer to much of the evidence, the tables and lists, of varying scope and value that have been laid before us, and were offered to show that on the whole not much damage, if any, was done by the offending circular and the defendant's unlawful conduct. A recent decision of the Supreme Court on the general subject of blacklisting is *Eastern States, etc., Ass'n vs. United States*, 234 U. S. 600, 34 Sup. Ct. 951, 58 L. Ed. 1490, opinion delivered June 22, 1914" (pp. 511-512).

As a result of the case against the Keystone Company, the company was absolved at practically all points *except* with respect to the letter above quoted. In the final decree we find the following paragraphs:

"*Second*: The defendant corporation, its directors, officers, agents and servants, as well as the individual defendants, and all other persons when acting for or in behalf of the defendant corporation, are therefore hereby enjoined jointly and severally as follows:

"(a) From carrying out in any manner or by any means whatsoever, the policy and system manifested in said letter, and in the other acts and declarations referred to."

#### HOW THE SURROUNDING CIRCUMSTANCES SHOW "INTENT"

Now note right here a point which will be brought out again and again throughout this discussion, that the court in its endeavor to discover the motive which prompted the letter asked at once, "What happened?" The actual text under discussion was mild enough, but when taken in conjunction with the acts which directly followed, it fell under condemnation. In the eyes of the court it was one thing to request jobbers to refrain from handling watch cases of other makes, and quite another to see that they carried out the request under pain of being cut off from supplies of Keystone cases. Taking all of the circumstances together, the court decided that the *intent* of the let-



# 1400 CHANCES EVERY MINUTE!

An advertisement in the New York City Telephone Book has 1400 Chances every minute all the year 'round of being seen and read!

It has **more** chances of being seen **often** by people of high purchasing ability than it would have in any other single medium we know of!

Isn't that one fact interesting enough to let us tell you more about this **distinctive advertising medium?**

**Forms for the big fall and winter issue of 650,000 copies close October 7th.**

**Make Reservations Now for Space  
in Future Issues**

For full information just telephone, call or write

P. W. ELDRIDGE, Jr., Sales Manager

**NEW YORK TELEPHONE COMPANY**

Telephone Cortland 12000

25 Dey Street

New York City



ter was to prevent the leading jobbers of the country from selling competing goods. That, in itself, constituted an unlawful restraint of trade, though at practically all other points the company was exonerated. In other words, *the success of the company in carrying out its request* led the court to conclude that it was the result of a definite plan.

We shall see precisely the same line of reasoning applied in the Cream of Wheat case (Great Atlantic & Pacific Tea Co. vs. Cream of Wheat Co., S. D. N. Y., not yet reported) where the court arrived at quite the opposite conclusion because the surrounding circumstances were so different. Judge Hough's opinion in that case was printed practically in full, in PRINTERS' INK for July 29. It will be remembered that he referred to certain letters which the Cream of Wheat Company had sent to wholesale dealers, though the letters were not quoted in full in the opinion. In the record of testimony, however, occurs the exact text of the letters. The first is dated at Minneapolis, January 25, 1913, and reads:

TO OUR CUSTOMERS:

We hereby state our terms of sale, as follows:

We sell only to exclusive wholesalers, our price being \$4.10 per case, 36 packages, delivered f.o.b. cars at customer's city, terms 30 days net or 1 per cent discount for cash ten days from date of invoice. We do not split cars, delivering less than car-lots at car-lot prices where, for instance, our customer has one or more branch houses. We do not make drop shipments. In carload lots the price delivered is \$3.95. We request all of our customers that they sell only to the retail trade at a price of \$4.50 per case, with a discount of not more than one per cent for cash. Where our customer buys in carload lots we request that he shall not divide this car with other jobbers, but retain the car entirely for his own exclusive use and resell only to his retail trade. We request that our customers shall not sell to any other wholesaler to whom we ourselves will not sell for reasons that seem satisfactory to us and to the best interests of the trade at large.

Yours truly,  
CREAM OF WHEAT CO.

A subsequent letter is dated March 13, 1915, and was addressed to the company's jobbers individually. It runs as follows:

DEAR SIR:

The Great Atlantic & Pacific Tea Company is selling Cream of Wheat to the consumer at 12c per package. As soon as we were informed of the fact we discontinued sales to them. They have announced that they propose to continue to sell Cream of Wheat at that price, and in order to do so, since they can no longer buy direct from this company, they will undoubtedly endeavor to secure their supplies directly and indirectly, through both the jobbing and the retail trade.

Twelve cents per package is below the cost of every regular retail groceryman. If the Great Atlantic & Pacific Tea Company can continue sales at that price, at whatever temporary cost to themselves, they will destroy the Cream of Wheat trade of every legitimate retail dealer with whom they come in competition.

Moreover, if they can succeed in destroying the trade of the legitimate retailer in one article, by this means, the process will inevitably be extended with other articles, to the eventual complete demoralization of the trade of the legitimate jobber as well as of the trade of the legitimate retailer.

The destruction of trade rivals by quotations below cost, at whatever temporary loss to themselves, is precisely the kind of unfair competition that has been so strongly condemned by the courts and by public opinion, when practised by other large corporations.

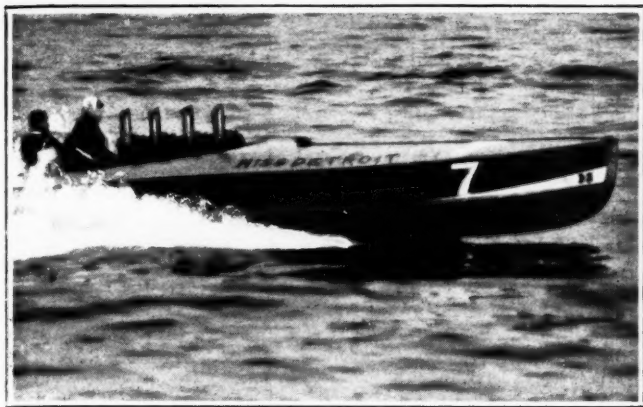
We are certain that you will not permit your organization to be a party to this attempt to undermine your own and your customer's trade, and we request, therefore, that you watch with unusual care your disposals of Cream of Wheat, in order that no quantity, at any price, shall reach, directly or indirectly, the Great Atlantic & Pacific Tea Company, to enable them to continue their present menace to the legitimate trade.

Yours truly,  
CREAM OF WHEAT COMPANY,  
By F. W. CLIFFORD, TREAS.

Those were the letters upon which the plaintiff in the case chiefly relied to prove an attempt to restrain trade on the part of the Cream of Wheat Company. Judge Hough applied the same reasoning which was so effective in the Keystone case, and arrived at the following conclusion. I quote now from the decision:

"The defendant also sent out circulars to the jobbing trade pointing out the cut-rate practices of plaintiff, and asking the recipients to see to it 'that no quantity (of Cream of Wheat) at any price shall reach directly or indirectly the plaintiffs, to enable them to continue their present menace to the legitimate trade.'

(Continued on page 73)



(From Leslie's World of Sport Department.)

The more vigorous and successful a business or professional man is, the more certain he is to be genuinely interested in outdoor sports of one kind or other.

We know that Leslie's reaches successful business and professional men; a checking of the new subscribers of the past twelve months shows over one hundred thousand men listed in national business and professional directories.


We know that they're the red-blooded kind who are interested in sports—not merely because Leslie's has been so successful for sporting goods advertisers—but because our readers call for—and get—more pages about outdoor sports than any other general periodical is called on to give its readers.

But this is only one of the features which make Leslie's attractive to the people in 400,000 good homes.

LUTHER D. FERNALD, ADVERTISING MANAGER

**Leslie's**  
*Illustrated Weekly Newspaper*

Boston      New York      Chicago



**Nujol**  
A pure white mineral oil  
Odorless and Tasteless



I've got to  
hand it to 'em  
Quality tells - Everybody wants  
**White Rose**  
CEYLON TEA



**KILLS  
PAIN**



**Nestle's Food**



**HOTEL ASTOR  
GUESTS  
COFFEE**


A BLEND  
OF FINE  
COFFEES



**HOTEL ASTOR  
RICE**

THE CHOICE  
OF A  
MILLION  
PEOPLE

UNUSUAL  
QUALITY  
NOTICE



**ORIGINAL - GENUINE**  
The Good Drink  
**MILK**

Don't Chide the Nervous One

Suggest

**POSTUM**

— instead of coffee

"There's a Reason"

## Keen Brains A

The following is a part of the  
tracted for space on the OKLYN

D. Appleton & Company.  
B. T. Babbitt, Inc.  
Borden's Condensed Milk Co.  
Brighton Beach Music Hall.  
Brooklyn Daily Times.  
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Central Hudson Steamboat Co.  
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Dentatura Company.  
Drake Bros. Company.  
B. Fischer & Company.  
Adolph Gobel.  
Grand Opera House.  
Grape-Ola Company.  
Fred B. Henderson & Co., Inc.  
Hills Brothers.  
Horlick's Malted Milk.  
B. F. Keith's Circuit.  
Kelley-Clarke Company.  
Knickerbocker Chocolate Co.  
Liggett & Myers Tobacco Co.  
Live Leather Belt Company.

Majestic  
Maxwell  
Mint P.  
National  
Z. C. N.  
Nestle's  
Revere  
Robert I.  
Rockwood  
Royal B.  
Rueckhe  
Runkel  
Seeman  
Sea Board  
Shubert  
Sight Se  
Sloan's  
Smith B.  
Standard  
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There's A  
William V.

Can't you see the money making of the bra  
that decided to spend real money of the  
car cards and station posters?

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For Full Ads Address

**Broadway Subway Home  
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You eat clean Candy when  
you eat Tootsie Roll  
made clean - Kept clean  
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PE



# Advertising

of those who have con-  
on the **BROOKLYN RAPID TRANSIT**

- Majestic Theatre.
- Maxwell Motor Sales Corp.
- Mint Products Company.
- National Biscuit Company.
- Z. O. Nelson & Company.
- Nestle's Food Company.
- Revere Rubber Company.
- Robert Burns Cigars.
- Rockwood & Company.
- Royal Baking Powder Company.
- Rueckheim Bros. & Eckstein.
- Runkel Brothers.
- Sea Board Milling Company.
- Seeman Brothers.
- Shubert Theatre.
- Sight Seeing Yacht.
- Sloan's Liniment.
- Smith Bros.
- Standard Oil Company.
- Stern & Saalberg.
- There's A Reason Company.
- William Wrigley, Jr., & Company.

the brains back of the above list  
of the Brooklyn Rapid Transit

U APTO STAY OUT?

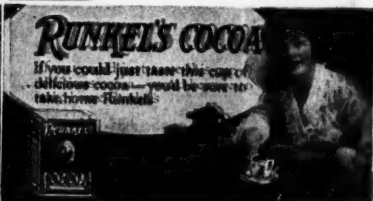
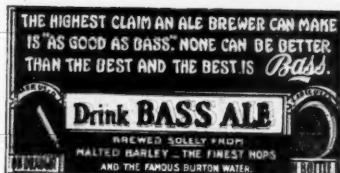
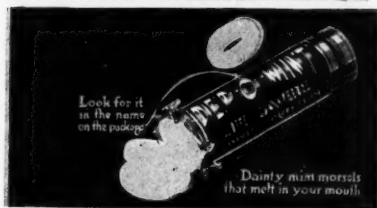
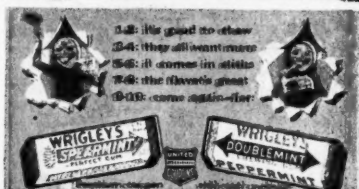
Full Address

Way Home Boroughs Car  
tisimpany, Inc.

Executive Nassau Street

*Amph. Ray*

President



# PRINTERS' INK CUP

The Much Sought Trophy *of the*  
Associated Advertising Clubs



*Height of cup 30 inches, including base.*

Printers' Ink, in selecting the trophy that is the aspiration of every advertising club, gave to us the commission to design a suitable cup in sterling silver.

It is quite in keeping that a trophy so closely related to advertising interests should be the product of a house which has standardized its name and wares by consistent advertising.

**INTERNATIONAL SILVER CO.**  
Meriden, Conn.

*The World's Largest Makers of Sterling and Silver Plate*



"In result, the situation when suit was brought was that plaintiff could not make any money on Cream of Wheat sold at 12 cents, because it could not get carload rates; but no great success attended defendant's efforts to prevent jobbers selling to plaintiff—there were and are too many men quite willing to let the Atlantic & Pacific Co. lose some money, as long as they made a little."

In other words, the non-success of the proposal, and the absence of other aggravating circumstances, led the court to conclude that the letters represented merely an attempt to protect the company's dealers in the sale of its own product at a fair profit, and that they were not the result of a plan to restrain trade illegally. It should be noted how the terms actually used in the letters compared with those which are found in the Keystone letter. Yet the latter, *because of the concomitant circumstances*, was strongly condemned, while the Cream of Wheat letters were quite as definitely upheld.

#### SUPREME COURT ANALYSIS OF AN "INFORMATION BLANK"

We come now to a form of communication which bears on its face no evidence whatever as to the purpose for which it was issued, and which to all appearances is merely a request for information. It is the form known as an "Official Report" which was issued by certain associations of retail lumber dealers which were ordered to be dissolved in a case which was finally decided by the Supreme Court of the United States (*Eastern States Retail Lumber Dealers' Association vs. United States*, 234 U. S. 600). This is the case which was approvingly cited by the court in the Keystone decision, quoted above. The text of the so-called "Official Report" is as follows:

##### OFFICIAL REPORT

(Name of the Particular Association  
Circulating it.)

Statement to Members (with the Date.)

You are reminded that it is because you are members of our Association and have an interest in common with

your fellow members in the information contained in this statement, that they communicate it to you; and that they communicate it to you in strictest confidence and with the understanding that you are to receive it and treat it in the same way.

The following are reported as having solicited, quoted or as having sold direct to the consumers:

(Here follows a list of the names and addresses of various wholesale dealers.)

Members upon learning of any instance of persons soliciting, quoting, or selling direct to consumers, should at once report same, and in so doing should, if possible, supply the following information:

The number and initials of car.

The name of consumer to whom the car is consigned.

The initials or name of shipper.

The date of arrival of car.

The place of delivery.

The point of origin.

Now the importance which the Supreme Court attached to this particular document is evident from the fact that the Court specifically declared that "the decree entered, declaring the defendants named to be in a combination or conspiracy to restrict and restrain competition, depends solely upon the method adopted and being used by the defendants in the distribution of the information contained in" that same document. It is extremely interesting to follow the reasoning of the highest court in the land with respect to the above-quoted form letter, which on its face is entirely innocent of any evil intent. The Court, however, goes at once to the question of intent. Thus:

"The reading of the official report shows that it is intended to give confidential information to the members of the associations of the names of wholesalers reported as soliciting or selling directly to consumers, members upon learning of any such instances being called upon to promptly report the same, supplying detailed information as to the particulars of the transaction. When viewed in the light of the history of these associations and the conflict in which they were engaged to keep the retail trade to themselves and to prevent wholesalers from interfering with what they regarded as their rights in such trade, there can be but one purpose in giving the information in this form to

the members of the retail associations of the names of all wholesalers who by their attempt to invade the exclusive territory of the retailers, as they regard it, have been guilty of unfair competitive trade. These lists were quite commonly spoken of as blacklists, and when the attention of a retailer was brought to the name of a wholesaler who had acted in this wise it was with the evident purpose that he should know of such conduct and act accordingly. True it is that there is no agreement among the retailers to refrain from dealing with listed wholesalers, nor is there any penalty annexed for the failure so to do, but he is blind indeed who does not see the purpose in the predetermined and periodical circulation of this report to put the ban upon wholesale dealers whose names appear in the list of unfair dealers trying by methods obnoxious to the retail dealers to supply the trade which they regard as their own. Indeed this purpose is practically conceded in the brief of the learned counsel for the appellants:

"It was and is conceded by defendants and the Court below found that the circulation of this information would have a natural tendency to cause retailers receiving these reports to withhold patronage from listed concerns. That was, of course, the very object of the defendants in circulating them."

#### THE "NATURAL EFFECT" ANALYZED

"In other words, the circulation of such information among the hundreds of retailers as to the alleged delinquency of a wholesaler with one of their number had and was intended to have the natural effect of causing such retailers to withhold their patronage from the concern listed" (pp. 608-609).

"The circulation of these reports not only tends to directly restrain the freedom of commerce by preventing the listed [wholesale] dealer from entering into competition with retailers, as was held by the District Court, but it directly tends to prevent other retailers who have no personal

grievance against him and with whom he might trade from so doing, they being deterred solely because of the influence of the report circulated among the members of the associations. In other words, the trade of the wholesaler with strangers was directly affected, not because of any supposed wrong which he had done to them, but because of the grievance of a member of one of the associations, who had reported a wrong to himself, which grievance when brought to the attention of others it was hoped would deter them from dealing with the offending party. This practice takes the case out of those normal and usual agreements in aid of trade and commerce which may be found not to be within the act, and puts it within the prohibited class of undue and unreasonable restraints, such as was the particular subject of condemnation in *Loewe vs. Lawlor*" [the so-called "Danbury Hatters" Boycott case].

#### NECESSITY NO VALID EXCUSE

"The argument that the course pursued is necessary to the protection of the retail trade and promotive of the public welfare in providing retail facilities is answered by the fact that Congress, with the right to control the field of interstate commerce, has so legislated as to prevent resort to practices which unduly restrain competition or unduly obstruct the free flow of such commerce, and private choice of means must yield to the national authority thus exerted. *Addyston Pipe Co., vs. United States*, 175 U. S. 211, 241, 242." (pp. 612-613).

"A retail dealer has the unquestioned right to stop dealing with a wholesaler for reasons sufficient to himself, and may do so because he thinks such dealer is acting unfairly in trying to undermine his trade. 'But,' as was said by Mr. Justice Lurton, speaking for the court in *Grenada Lumber Co. vs. Mississippi*, 217 U. S. 433, 440, 'when the plaintiffs in error combine and agree that no one of them will trade with any producer or wholesaler who shall sell to a

# Home Life

does not appeal to high brows, bless you, they are too few to the hill. If what we print absorbed your attention in your library at night, Miss Irene Russell and the writer would have to get other jobs.

Pleasing and interesting the folks in the small towns and on the farms is some stunt. You've got to know the one-night stands as well as the cities. We have won the confidence of our nine hundred thousand subscribers and to them HOME LIFE is a very welcome visitor. Hence they are good subscribers in the best sense of the word. Good for us because they are our friends and good for you because of the faith they have in us.

**"Father"**

**141 West Ohio Street  
Chicago**



## Important Notice

**B**EGINNING with the November issue, the price of MUNSEY'S MAGAZINE, THE ARGOSY, and RAILROAD MAN'S MAGAZINE will be reduced from 15c to 10c.

The reasons for this change are outlined in a statement by Mr. Munsey to the readers of these publications printed in their October issues.

At the new price of 10c a copy, the Munsey Publications offer a greater literary value than before, as the same high standard of editorial excellence will be rigidly maintained.

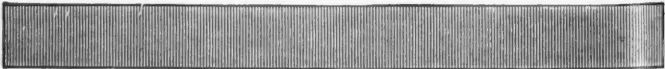
Moreover, it is only natural to assume that these magazines at 10c each will gain in circulation and popularity, thus giving the advertiser as well as the reader an increased value.

### THE FRANK A. MUNSEY COMPANY

*Member Quoin Club*

8 West Fortieth Street  
New York

208 South LaSalle Street  
Chicago



consumer within the trade range or any of them, quite another case is presented. An act harmless when done by one may become a public wrong when done by many acting in concert, for it then takes on the form of a conspiracy, and may be prohibited or punished, if the result be hurtful to the public or to the individual against whom the concerted action is directed.'

When the retailer goes beyond his personal right, and, conspiring and combining with others of like purpose, seeks to obstruct the free course of interstate trade and commerce and to unduly suppress competition by placing obnoxious wholesale dealings under the coercive influence of a condemnatory report circulated among others, actual or possible customers of the offenders, he exceeds his lawful rights, and such action brings him and those acting with him within the condemnation of the act of Congress, and the District Court was right in so holding" (p. 614).

We need only add that, in this lumber-dealer's case, "the defendants were enjoined from combining, conspiring or agreeing together to distribute and from distributing to members of the associations named or any other person or persons any information showing soliciting, quotations, or sales and shipments of lumber and lumber products from manufacturers and wholesalers to consumers of or dealers in lumber, and from the preparation and distribution of the lists above described as the 'Official Report' or the use of a similar device."

#### DEMONSTRATING A "CONTINUING CONSPIRACY"

As I stated at the opening of this present article, the files, office records and scrap-books containing the correspondence and instructions of bygone years are a fruitful source of evidence when the Government is on the trail of a conspiracy to restrain trade. No man, of course, can alter the record which is contained in those repositories, but he *can*—and by all means *should*—so regulate his present acts and communications

that they cannot be connected with the possible careless phraseology of former years. In order to hold an individual or a concern liable for a conspiracy to restrain trade, the Government must show that the conspiracy *continued to exist* up to a period within three years prior to the inauguration of the prosecution (or, in a criminal case, three years prior to the finding of the indictment). The Government can go back as far as it likes in its search for evidence of the existence of a conspiracy, but if there is a serious break in the continuity of the evidence before the beginning of the three-year period, and if no evidence is discovered which belongs *within* the three years, there is every reason to maintain that any past conspiracy which might have existed has long been abandoned. Therefore, it is essential to use vigilance in keeping all present activities well within legal bounds.

The record in the cash-register case is particularly significant as showing the importance which is attached to letters and sales bulletins, some of them quite venerable with antiquity, when they can be connected with other things which occurred in the more immediate past. Much of the record, as it was presented before the District Court, was discussed in PRINTERS' INK during May and June, 1913. Since that time the case has been heard by the Circuit Court of Appeals (*Patterson vs. United States*, 222 Fed. 599, C. C. A., 6th Circuit), which reversed the judgment of the lower court and remanded the case for new trial. The Circuit Court, however, lays great stress upon the various documents presented by the Government, and certain of the company's publications for the guidance of the sales force. I cannot make my point clearer than by quoting from the decision of the Circuit Court. Note particularly that the first communication it cites was taken from a publication issued in 1892—more than 23 years ago.

"In an issue of a publication of the company," said the Court. "seemingly for distribution amongst its officers and agents,

of date May 1, 1892, occur these statements:

"If the opposition knew what is in store for them they would not waste any more time and money staying in the business. They are all beginning to realize that there is no hope for them."

"It is only a question of whether we propose to spend the money to keep down opposition. If we continue, it is absolutely certain no opposition company can stand against this company and its agents. If necessary, we will spend five times as much money as we have already done, in order to down opposition. If they really believe this, they will throw up the sponge and quit."

"We are receiving overtures to buy out opposition. We will not buy them out. We do not buy out; we knock out."

"In an issue August 1, 1895, occurs this statement:

"We are determined to absolutely control the cash register business."

"And in an issue of date March 25, 1897, after setting forth the policy of the company of frankly informing a competitor of the purpose to drive him out of business, occurs this statement:

"This, it is true, is what is called 'securing a monopoly'; but we think there can be no possible economic or other objection to it. Cash registers are not a necessity of life. Any one who chooses can do business without them, thus contributing nothing to the 'monopoly.'"

"It is then stated that 'this monopoly' 'is managed upon a liberal and broad-minded plan.' And at a convention of the district managers held at Dayton, July 22, 1907, the defendant, John H. Patterson, president, thus expressed himself to them:

"We want Mr. Anderson of the competition department to give you a little idea of how we are going to control competition. We want Mr. Hayward also to give you a little talk. We want Mr. Muzzy to tell you how we are going to absolutely control the competition of the world, because we want you to feel this way. The

first thing we aim to do is to keep down competition."

"And again:

"I asked the Standard Oil Company what was the secret of their success and they said this question could be answered in a very few words. Men, nothing but men; men well organized; they will keep down competition and make things succeed."

#### TOO VIGOROUS PHRASEOLOGY CON- DEMNED

"In the publication of the company and in the communications between the officers and agents having to do with competition, terms of warfare were not infrequently used, such as battle, fight, enemy, ammunition, shot, whipped, victory, and flags flying. During that time all the competitors named then in existence retired from the field" (pp. 633-634).

And further on in the opinion we read:

"At a meeting of the sales agents and salesmen who were to be under him, held on that occasion, the plaintiff in error, Watson, was present and undertook to outline the policy of the National in meeting competition, and in the course of his remarks, according to one witness, he said that it would be necessary to use every means possible to put James out of business, and according to another that they did not want him to get a foothold in Detroit, and that they would move their executive offices to Detroit, but that they would put him out of business" (pp. 636-637).

Particularly important is the consideration given by the court to a letter upon which the defense chiefly relied as showing that the illegal conspiracy had been abandoned more than three years before the date of the indictment.

"We have shown," said the court, "that the Government's evidence tends to establish the continuance of the conspiracy almost up to the very beginning of the three years. Something happened shortly after the beginning of the three years calculated to terminate the conspiracy, which may account for nothing being done by the de-

Kenosha, Wis.,  
Aug. 28, 1915.

Advertising Manager,  
Good Housekeeping Magazine,  
New York City.

Dear Sir:

Your letter received yesterday in regard to my complaint, and to-day I received a letter from the manufacturers. They reimbursed me for the damaged goods and also sent me a perfect piece of merchandise.

I want to say I never had such prompt replies and such fair and generous treatment before in any business dealing, and this experience, while only a trivial purchase, will influence me to buy as many Good Housekeeping advertised goods as I can.

Again let me thank you.

Very sincerely yours,

Mrs. D. E. S.

## Is Mrs. S. sold on advertising?

Sold on advertising is a chronic condition with Good Housekeeping readers—we take considerable pains and go the limit to make them so. Perhaps this is another reason why an increasingly big circulation of an unusual kind is producing advertising results not common among contemporary mediums of larger circulations.

October Good Housekeeping reaches a new high-water mark in circulation—400,000 plus. Its advertising revenue also beats all previous records

# Good Housekeeping Magazine

119 West 40th Street, New York City  
C. Henry Hathaway, Advertising Manager

# Advertising Value

depends directly upon the readers' interest. There is nothing so interesting to farmers today as

## The Profitable Use of Farm Power

Read a few extracts from subscribers' letters to

**American  
Thresherman  
and Farm Power**

"Of all the different farm journals and power magazines which I have read I haven't seen anything that compared with *The American Thresherman and Farm Power*. It is the best and most complete journal on the market. I always look forward each month to the new issue and feel lost if I miss any."

"We are regular subscribers to your valuable magazine and can honestly say it is fine and worth several times its cost. We would not like to be without it, as it is a great help in many cases."

"Enclosed please find one dollar for renewal of my subscription to *The American Thresherman and Farm Power*. I think it is the best paper published. I belong to a farmer's company who own and operate their own machinery. We have a 16-horsepower Advance engine and a Rumely separator with all attachments."

and

**The Two  
Leading  
Farm Power  
Magazines**

**GAS  
REVIEW**

"My father owns a 2½ horsepower Sandoz gasoline engine. We use it to pump water, saw wood and run the washing machine. We take it with us when we thresh so we can pump water when the wind doesn't blow. I think *Gas Review* is a dandy magazine. It surely helps a fellow out with his gas engine troubles."

"I have been a subscriber to *Gas Review* for six months and couldn't do without it.

It certainly is a great help to anyone. "I have two gasoline engines, one a 3-horsepower International and the other a 25-horsepower I. H. C. gas tractor. I run a cream separator, churn, washing machine, vacuum pump, a milking machine, a drill press, an emery wheel, fourteen-inch rip saw and a lathe. I have plenty of power for all."

"Enclosed find my renewal to *Gas Review*. I do not believe any gas engineer or any one interested in the gas engine industry can afford to do without *Gas Review*."

ISSUED MONTHLY

Send for Specimen Copies, Advertising Rates and Information

**CLARKE PUBLISHING COMPANY**  
MADISON, WISCONSIN

NEW YORK.....PAUL W. MINNICK, Marbridge Bldg.  
INDIANAPOLIS.....J. B. PARKER, 2002 Central Ave.  
CHICAGO.....J. C. ROGERS, Hearst Bldg.



fendants in error within the three years indicating the continued existence of the conspiracy, and which, if it was the cause of its termination involves its continuance into the three years. That was action on the part of James to call the National to account for its attitude towards and action against the American (p. 638).

"In the nature of things, some time must have been taken to prepare for the proceeding, and the evidence disclosed that James caused affidavits to be taken of unfair acts towards the American by National agents as far back as in March, 1909. It is not unlikely that the National became aware of this contemplated proceeding, and knowledge of it was calculated to cause it to take steps to end all action against the American which could reasonably be complained of. And we find that on April 1, 1909, the plaintiff in error Pflum sent the following letter to all the district managers, to wit:

"THE NATIONAL CASH REGISTER COMPANY.

"NEW YORK, April 1, 1909.

"TO ALL DISTRICT MANAGERS:

"Mr. M. N. Jacobs: In the various conventions I have attended, I found that some of the newer members in the districts are not thoroughly clear on the best way to handle sales made by other companies. Please see that every agent in your district thoroughly understands our position in the matter.

"You know what this policy is, but in brief will say that in no case will we permit any of our agents to misrepresent cash registers manufactured by other companies, neither will we permit any agent or person in our employ to induce any purchaser of a cash register made by any other company to break his contract and return the register to the manufacturer. With the line of registers that our agents now have, they are able to show the superiority of Nationals over those of any other make and at lower prices.

"There has been no violation of our policies that I know of, but I give you this information be-

cause of the inquiries received from the newer men in the field.

"Please see that these instructions are carried out in every detail and that the new men are so instructed on entering the field.

"Yours very truly,

"WM. PFLUM,

"Vice-president and Manager."

"There is room to claim that such is the only reasonable ground to account for this letter being written and sent out. If so, there is room to claim, further, that the conspiracy continued at least until then" (pp. 638-639).

There is a letter which embodies what is practically a direct order to the company's sales force to act in accordance with the law, and a plain disavowal of any intent to restrain trade—but the court, as usual, goes directly to the question of the motive which led to the framing of the letter. There was room to conclude, says the court, that the letter might have been written because the company had heard of the threatened prosecution, and hoped thereby to escape a suit. That being the case, and the surrounding circumstances being what they were, the court was willing to put that construction upon it.

The article which is to follow will deal with the Government's view of some not uncommon methods of "meeting competition."

(To be continued)

### A. V. Ingham Joins Carnegie Institute Faculty

A. V. Ingham, who was formerly manager of the Roycroft Printing Department at East Aurora, N. Y., has been appointed to the faculty of the Carnegie Institute of Technology at Pittsburgh, in the Department of Typography of the School of Printing.

### W. M. Hart With "Photoplay Magazine"

W. M. Hart, formerly of *Town & Country*, has been appointed Western manager of *Photoplay Magazine*, with headquarters in Chicago.

### "Cico," a New Paste, in a National Campaign

The Carter's Ink Company announces that Cico, a new liquid paste, will have the place of honor in its fall advertising.

## Campaign to Curb Substitution

**Standard Oil's Drive Built Around New Trade-mark, Socony—Special Signs Aid Motorists to Find Dealers—Greater New York Retail List Run in Copy, Making Tie-up Close**

**S**OCONY Motor Gasoline is being advertised by a campaign which already has gone into 100 cities of New York and New England. "Socony" is a Standard Oil trade-mark made up of the initials of the Standard Oil Company of New York.

The campaign, which is an exclusive newspaper one with the exception of a small number of outdoor signs, was launched to show motorists that gasoline differed in quality just like any other commodity made by a score of manufacturers. It also was planned to curb the substituting tactics of some dealers who sold gasoline as "standard" which was not the Standard Oil Company of New York's gasoline. The dealers in question protested that they were not trading on the Standard company's prestige, but the Socony campaign will make such action difficult.

Contracts placed with the newspapers average 20,000 lines. Papers in the cities and small towns have been used, some of the towns having as few as 1,000 inhabitants.

Red, white and blue Socony signs are given to authorized dealers, and in the copy motorists are cautioned to look for

those signs if they want Socony gasoline. Already the signs are scattered along the motor roads leading from New York into New England.

A recent advertisement which ran in a New York City newspaper said "Choose Your Gasoline by Its Pedigree."

"There are almost as many grades of gasoline as there are refiners," the text continued.

"Because the word 'gasoline' is merely a *general term* for the various liquids sold under that name.

"And because many refiners increase their production of motor fuel by adulterating their product."

The concrete appeal says, "If you want more miles to the gallon—and more smiles to the mile—don't merely order 'gas'—specify Socony Motor Gasoline."

The appropriation is not a fixed one, being adjusted from time to time as conditions require. It is likely that the campaign will be run for two months more, and the appropriation increased as it progresses.

Advertisers in other fields will be particularly interested in the Standard Oil's listing of all its dealers. Other manufacturers often have wanted to do this, but have been deterred by the large amount of space necessary and trade complications which might result.

## Allen Montague Joins Bowers Agency

Allen Montague, recently with the Chicago *Daily News* and *Everybody's Magazine*, is now associated with the Thos. M. Bowers Advertising Agency, Chicago.

**WHERE YOU CAN GET**



**SOCONY**  
MOTOR GASOLINE



LISTING DEALERS IN METROPOLIS  
—SELDOM HAS THIS BEEN DONE ON  
SO LARGE A SCALE

## Change of Advertising Rates

On November 5, 1915, the advertising rate of The Modern Priscilla will be advanced to \$2.50 an agate line. Full pages (672 lines) \$1400, half and quarter pages pro rata.

Orders received by us prior to November 5, 1915, will be accepted, and advertising inserted thereon in any issue of The Modern Priscilla up to and including September, 1916, at the present rate of \$2.00 per line, or \$1140.00 for full pages, half and quarter pages pro rata.

Only *bona fide* orders will be received. Any order received and accepted is subject to our cancellation if copy is not furnished within three months from date of same, or in time for issues specified in order.

Orders sent in after November 5, 1915, must be at the new rate as follows:

Per agate line.....	\$ 2.50
Quarter page (168 lines) ..	350.00
Half page (336 lines) ..	700.00
Page, black and white (672 lines) ..	1400.00
Page, Second and Third cover, 2 colors.....	1600.00
Page, Fourth cover, 3 colors.....	2200.00

Commencing with the February, 1916, issue, with which issue the above rates go into effect, we guarantee an average net paid circulation of 500,000 copies per month, or rebate pro rata.

As our paid circulation at the present time is over 500,000, our advertising patrons may expect our usual generous treatment in the way of excess circulation.

**The Modern Priscilla**  
**Boston**

A. J. CROCKETT, Director of Advertising

*Electrical Prosperity Week* is a gigantic "good will to men" campaign, designed to promote Optimism—Confidence—Business—Prosperity—and a better knowledge of electricity.

# Electrify Your Advertising!

This Design will be featured hundreds of millions of times in all forms of advertising in every section of the United States.



The Campaign is under way—

Great enthusiasm created everywhere—

Advertising Agencies and Advertisers will make use of the intense interest created in Electricity and in this Event—

—by featuring electrical appliances in their advertising, instead of the old-time methods that are being superseded—

—by using the Event as a vehicle for carrying them to more business—

—by featuring the Design for the WEEK in all advertising.



THE PLAN BOOK gives details of this Optimists' Boost Week for Progress and Prosperity—tells how you can profit by participating. It's yours for the asking.



**The Society for Electrical Development**  
(INCORPORATED)

29 West 39th Street, New York City

# Consumer Tests to Prove Product's Superiority

Manufacturers Uncover Selling Points by Inviting Comparison

THE majority of all advertisements are invitations to test the product—prove its worth by actual experiment. If they are sufficiently sincere in their appeal to us, and advertise a commodity that we want or are shown that we need, we "make the test" by purchasing it and putting it to work.

The trouble comes in presenting the test in an attractive form. All products are not susceptible to tests of an unusual nature, or which may be undertaken without special effort of some sort, the mere thought of which is discouraging. The fact, remains, however, that many manufacturers are overlooking a rich source of effective sales argument by not seeking out a novel and convincing experiment of some kind which their prospective customers may try for themselves, and which will actually prove that the advertised claims are true.

A few weeks ago PRINTERS' INK told of the test invited by Colgate & Co., who urged a comparison of some of their perfumes, in unlabeled vials, with my lady's favorite odors of foreign make. That was convincing; probably a small proportion of the women reading the advertisement actually made the trial, but many more were persuaded that Colgate's perfumes must have merit equal to the imported varieties, else the makers would not suggest the comparison.

## TEST MAKES TALKING POINTS

Another case in point is that of the Worcester Salt Company. That concern had been making salt for years, and believed its product was superior to some of the competing brands. The men who made the salt knew that it was highly soluble, and that it did not have the bitter taste of some other salts. But they had not shown these features in a

convincing way to salt purchasers.

When the copy-writer for the Worcester advertising was scouting around for talking points he learned the facts and immediately sought some graphic way of featuring the advantages. As a result a simple test was evolved which directed the consumer to put a tablespoonful of Worcester salt in a half glass of water, and




**Try This Test:**  
MAKE a little salt brine with a tablespoonful of Worcester Salt and half a glass of water. Do the same with any ordinary salt. Taste these brines one after another. Your tongue will tell you instantly that Worcester leaves no bitter taste—that it is sweeter and saltier than the other.

*Just awarded Gold Medal at Panama-Pacific Exposition*

# WORCESTER SALT

*The Salt with the Sweet*  
Convenience stores 5 cents to 25 cents  
**WORCESTER SALT COMPANY**  
Largest Producers of High Grade Salt in the World  
NEW YORK



INVITES THE READER TO MAKE A SIMPLE AND INTERESTING TEST

to repeat the operation with the same amount of other salt. When the two samples of brine were tasted the consumer found that the Worcester brand had a sweeter and saltier taste than the other.

The same idea was used in a counter card. Two vials, one containing Worcester and the other ordinary brine, were fastened to the card. Curious persons were directed to shake the card, and to notice how much clearer the Worcester solution was than the other. That test is

now being featured in the advertising copy of the company.

The same copy-writer has used the test idea in some of the cigarette advertising he has planned. He suggested that smokers remove the paper from a cigarette of a certain brand and burn it. When the same process was repeated on the paper of a rival brand it was noticeable that there was more charring than in the first instance.

There are other current examples of efficient ways in which a consumer may try out a product.



#### A Child Can Tell Good Paint

If instructions for using our white lead tester are followed. The whole experiment is very simple and yet it is an absolute guard against throwing away money on worthless paint which looks like the real thing when put on the house, but which will not wear. Painting is a great and constant expense only when the paint material is bought blindly or used without intelligence.

Send for our Test Equipment No.

which includes blow pipe for testing, instructions for using it, and lead test on paint and painting. Worth 50 cents to every paint user. Costs nothing but a postal card. Address:

NATIONAL LEAD COMPANY

New York Branch: 125 Broadway, New York, N. Y.

Chicago Branch: 125 North Dearborn, Chicago, Ill.

San Francisco Branch: 125 California Street, San Francisco, Cal.



**PULL WEIGHT TEST:**  
The weight of the paint can be tested by pulling the weight on the string. The weight will pull down on the string and the string will pull down on the paint. The weight will pull down on the string and the string will pull down on the paint.

#### NOVEL SUGGESTION TO CATCH READERS' INTEREST

The chief method is the featuring in the advertising copy of some simple test which brings out a strong selling point of the article advertised and at the same time gives a motive for a trial.

Lehn & Fink have made good use of the idea in marketing Pebecco toothpaste. The test is to determine whether or not the reader have "acid mouth." "Test papers" furnished by Lehn & Fink tell the story, and a free tube of Pebecco shows how the toothpaste counteracts that condition.

"Lehn & Fink have used the

test as a dominant feature of advertisements at various times," said W. J. Gesell, secretary of the firm. "The real reason for the plan is to get readers to try Pebecco. The results are much greater than if a sample were offered without any definite suggestion for use. The idea of inspiring present users with confidence in the dentifrice is subordinated to the plan of getting non-users to join the fold.

"Of course that form of copy can be overdone and it is therefore necessary to search out new appeals from time to time. The point of diminishing returns can be reached in the test form of advertisements as well as in any other form.

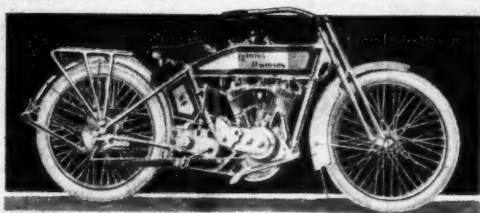
"We believe the featuring of tests has brought us good results, it is not possible to say just how good, but we are certainly satisfied."

#### LETS READERS DECIDE PRODUCT'S MERITS

Prominent in advertising copy in which tests have been featured is a series of advertisements run some time ago by the National Lead Company. In that copy the blow-pipe test for white lead was the dominant point. The test was a simple one, and by the use of the blow-pipe which the company furnished, and a candle-flame, the consumer could decide for himself the relative value of various white leads.

"I think that tests are effective in focusing the attention of the reader on the arguments contained in the advertising," said O. C. Harn, of the National White Lead Company. "In the blow-pipe tests which we featured we caught the reader's interest by the novelty of the suggestion. Many persons who never made the test, saw it explained in our advertising and they rightly reasoned that we would not invite such a test unless our product could make good.

"And, having reached that point, the next step in their reasoning was a conclusion of our white lead's superiority. That ready-made confidence is worth a



Model 11-F. 11 H.P. Three-Speed Twin Cylinder with Step-Starter, \$475.00

## Why Harley-Davidson Factories Are Working Night and Day

SINCE the 1915 Harley-Davidson announcement  
to take

**F**OURTEEN years ago four chums,  
all mechanics, built a motorcycle,  
working evenings in the family wood-  
shed. They were good mechanics and they  
turned out a good machine, so good that it was  
quickly sold and they began building more.

One of the boys finally quit his job in order to  
devote his whole time to building motorcycles,  
while the other three financed the business out  
of their wages.

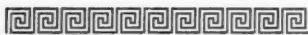
Today these boys, Bill Harley and the three Davidsons, are  
numbered among the largest income tax-payers in Milwau-  
kee. But prosperity has not spoiled them. They are still the  
same unassuming, companionable fellows that they were  
when they came to us with their first advertising appropriation  
(\$175) and asked us whether we could give them three  
months in which to pay it.

We spent that first little appropriation for them with the  
same care that we have since exercised in spending as many  
thousands. Last year the increase in sales of the Harley-  
Davidson motorcycle was greater than that of all other  
motorcycles combined.

Service-that-gets-results is the only thing that counts in the  
advertising business and this is the only basis on which we  
solicit advertising accounts, or expect to hold them.

Klau-Van Pietersom-Dunlap, Inc.  
ADVERTISING IN ITS ENTIRETY  
MILWAUKEE, WISCONSIN





## RESULTS

ONE of the many  
British War Funds  
recently advertised in

## "PUNCH"

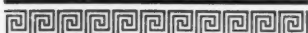
for subscriptions.

Three full pages were  
used in three consecutive  
issues at a cost of £90  
(\$450) each.

EACH page adver-  
tisement brought in over  
£3,000 (\$15,000) at once.

Good evidence of the  
kind of people "Punch"  
appeals to, and of their  
value to you as customers.  
What?

ROY V. SOMERVILLE  
Advertisement Manager, "PUNCH"  
10 Bouverie Street  
London, E. C., England



great deal to any advertiser."

The advertising of the United States Cartridge Company is now being directed by Mr. Harn. The test feature is prominent in the copy on Black Shells. "Make your own tests and see for yourself" is the invitation in the advertising. Three shells are supplied through the local dealers to those who want to make the trial.

In working out the three tests featured—primer strength, range, and waterproofing—there were disclosed seven other advantages which have become splendid talking points for the salesmen. A large amount of direct advertising matter is being sent out and the tests are the prominent feature of all of it.

Just to show that even expert gunners appreciate their value Mr. Harn told this story:

"When up in Maine recently, I was talking to an old guide about our Black Shells. I told him the main features of the shells but he didn't seem very enthusiastic. Finally I showed him some of the shells and explained the tests we had worked out. At once he brightened up and was all attention.

"He was eager to test the shells himself. 'They certainly look like good shells,' he said. The incident shows the value of giving the consumer something definite to use as a measure on the manufacturer's product."

### DIGS FOR "TESTS"—DISCOVERS OTHER ARGUMENTS

It is interesting to see how the need of definite selling points was realized at the outset of the Black Shell campaign. H. P. Meulendyke, manager of the United States Cartridge division's advertising, sketched part of the hunt for tests.

"We had to enter the market against strong competition and thus had to concentrate on the advantages of our shells," he began. "We decided that tests were the best way of showing points of superiority and the search for something convincing and graphic was begun.

"As a result we found that our



primer was stronger than the average, that our range was excellent and the waterproofing of the shells was unusual. We showed the primer strength by putting a coin on the muzzle of the gun and shooting a shell. The higher the coin went, the stronger the primer.

"The waterproofing feature was tested by placing a shell in a glass of water.

"The range superiority was demonstrated by shooting at a book or magazine to see how many pages were penetrated by the shot. In digging out those



**The secret of real wear in window shades**

If you have been accepting cheap and inferior shades as a matter of course, study the following facts and you will find the secret of real wear in window shades.

First, the material should be made of a heavy, durable fabric, not a flimsy material. Second, the material should be treated with a special process, giving it a waterproofing feature. Third, the material should be made of a heavy, durable fabric, not a flimsy material. Fourth, the material should be treated with a special process, giving it a waterproofing feature.

**The Unfilled Grade of Brenlin Window Shades**

For more facts and details, write to the Brenlin Window Shade Co., 100 Broadway, New York, N. Y.

NATIONAL COPY THAT EXPLAINS AND ILLUSTRATES THE TEST

points we unearthed seven other good features that we didn't know about before."

The H. J. Heinz Company took advantage of the same idea when it invited the nation to visit. Of course, the natural conclusion of the persons who read the invitation have never gone through the factory but they were told of the thousands who had made the visit. Of course, the natural conclusion is that the factory is at the topnotch of cleanliness, and that the products made there are

# THE AYER & SON ADVERTISEMENT (Concluded)

tion than the entire State of Nevada. Politicians and statesmen were talking of States that were "rotten boroughs," and Nevada furnished the example.

\* \* \* \* \*

But Nevada came back.

At the 1910 census she had almost doubled her 1900 population. She came with new people, new plans, new energies and new industries. She is not as spectacular as she was in the famous 60's and 70's, but she has a permanence which was a stranger to her in the olden days.

Nevada has got her second wind in mining, but she does not now depend on mining alone. Her prosperity is rooted deep in agriculture, in fruit and vegetable growing, in stock raising and in numberless small manufacturing enterprises.

Nevada has an annual rainfall of but 12 inches, while it can rain 6 inches in a day in Missouri. But irrigation is turning barren wastes into fine farms.

The Government's Truckee-Carson irrigation project covers 350,000 acres. Wherever water can be had, the sunshine and fertile soil bring bumper crops of grain, potatoes, peas, beans, sweet potatoes and corn. Her plains lie low. The climate in her southern end is semi-tropical and cotton and excellent figs are grown.

Has Nevada anything to advertise? Yes. For instance, Nevada figs should be nationally known. The tonic properties of her mountain air should be capitalized. Beautiful Lake Tahoe, and others, higher than the tops of the Alleghanies, should become famous in song and story.

We are not strong on singing at Advertising Headquarters, but we are ready to tell the story of Nevada's attractions in a way to turn them to account.

N. W. AYER & SON  
PHILADELPHIA  
NEW YORK BOSTON CHICAGO



## THE MEMPHIS COMMERCIAL APPEAL

One of the largest and most careful advertisers in the South, Mr. Houck, president of The O. K. Houck Piano Company, of Memphis, and a controlling factor in several other musical instrument firms, in an address to commercial travelers some time ago, said:

*"The prestige, popularity and prosperity of THE COMMERCIAL APPEAL is not the result of mere accident or good luck. It is due to scientific management, a willingness on the part of the owners to pay the price necessary to secure the best newspaper brains, and the further fact that it spends more money to gather the news than any other metropolitan daily outside of New York and Chicago."*

July advertising figures disclose some remarkable percentages. THE COMMERCIAL APPEAL carried 80% of the piano advertising—four times as much as the next paper. 64% of the space used by the four big department stores—nearly twice as much as the next paper. 77% of the furniture advertising—more than three times as much as the next paper. 77% of cloaks and suits and of women's wear advertising. 58% of men's clothing, 60% of grocery and 68% of the jewelry advertising—more than double that of the next paper.

Briefly, THE COMMERCIAL APPEAL in July carried:

61½% of all local display,  
62½% of all foreign display,  
78% of all classified,  
65% of the grand total—  
nearly 90% more than the  
next paper.

THE COMMERCIAL APPEAL  
Memphis, Tenn.

THE JOHN BUDD COMPANY  
Advertising Representatives  
Burrell Bldg., New York; Tribune  
Bldg., Chicago; Chemical Bldg.,  
St. Louis.

clean and healthful when they reach the consumer.

Chas. W. Breneman & Co., of Cincinnati, manufacturers of Brenlin Window Shades, are using a strong test in their current magazine copy.

The reader is told to fold an ordinary piece of shade cloth, then unfold it and hold it to the light. It is stated that a jagged crack will be seen. The same test on Brenlin shade cloth will show the material unbroken, according to the advertising. The test is illustrated in the advertis-



### How expert papermen test Bond Papers

Convinced as you may be of the importance of using quality bond paper for your correspondence and for your office stationery, it is none the less a difficult task at times to tell the difference between two makes of bond paper and to decide upon the grade that best represents you. So you will find this little book helpful. For

—this FREE book tells how you can judge the quality of bond papers. They are not theoretical treatises, but "practical" treatises—based on the practical knowledge of expert papermen. And you will find it makes your paper-buying much easier and much wiser. Write for it—send for it—order it now. In the book we show samples of Parsons Old Hammer Bond. This name is the established trade name of the Parsons Paper Company who have been making fine writing papers since 1811. For a brief and plain description of the quality of the paper you have not the time to ask. Parsons is one of the three best and most reliable of the country. And you will not find it a small but personal concern as far as other matters, but when you buy Parsons Old Hammer Bond you have a sure and reliable source of supply. Parsons Old Hammer Bond has a name that is known in all circles—each and every one in touch can be had from any of our salesmen.



PARSONS PAPER COMPANY  
Manufacturers  
Old Hammer Bond

PART OF A CAMPAIGN BUILT AROUND THE TEST IDEA

ing and the full force of the advantage is brought out.

For some time the advertising of the Parsons Paper Company has been built around the test idea. Five tests for bond paper have been worked out and advertised. A free book advertising those tests of finish, strength, writing, wear and feel is offered in the advertising. Charles P. Randall, secretary of the company, said:

"We believe that tests get new users for our product as well as increase the confidence of people in our goods. In our opinion the

psychology of this method of advertising appeals to the public very strongly."

To sum up the views of these men who have tried the test in advertising copy would reveal these points:

In tests, simple though they may be, lie valuable selling arguments.

Whether readers make them or not, they are influenced by the invitation. Hence, the value of test copy cannot be measured by the number of requests for testing outfits.

Tests assure a trial of samples that will bring out the best in the goods.

Ice, an Atlanta, Ga., trade paper, has announced that its name has been changed to *Refrigeration*, effective with the September issue.

## No Objection to Use of Their Ideas by Others

FULLER & SMITH  
CLEVELAND, Sept. 14, 1915.

Editor of PRINTERS' INK:

In Mr. McPherson's article on "The Dealer's Viewpoint in Educating Clerks," in last week's issue, we note a number of excerpts from the Sales Manual of the Owl Drug Company.

We are writing this to call your attention to the fact that the quotations on pages 48 and 49 should be credited to Hotels Statler, and doubtless are so credited in the original publication. These paragraphs are a part of the "Statler Service Codes"—a copy of which is enclosed.

Hotels Statler never make the slightest objection to the use of the Codes, or their adaptation to another business, and there are literally hundreds of cases where they have been so adapted by manufacturers and retailers. They do request credit in those instances, however—believing that it does not lessen the value of the Codes to the new user, and that they are in simple justice entitled to it.

FULLER & SMITH.

Circulation 50,000

## THE HOUSE BEAUTIFUL

Attractive, practical, containing many illustrations and floor plans and concrete suggestions. The House Beautiful is the ideal magazine for the homeowner or person about to build.

C. R. Toy

Advertising Manager

17 Madison Ave., New York

N. J. PEABODY

Western Manager

110 South Dearborn St., Chicago, Ill.

"GIBBONS Knows CANADA"

## 114 years' Record Broken

The circulation of the New York Evening Post is highest in its history of 114 years.

During the year ending June 1915 the paid circulation of The Evening Post was the greatest daily average net sale in 114 years.

The discriminating readers of The Evening Post are its circulation-getters. Advertised by its friends its hold upon the individual reader was never stronger than it is today.

Advertisers reach a concentrated financially-able class when they advertise in the New York Evening Post.

Publication Office	Western Office
20 Vesey Street	McCormick Building
New York	Chicago

Member A. B. C.

## Farm Paper for Sale in Rapidly Developing Section of the South

This paper is concentrating its efforts in two Southern States, and is recognized by the leading agriculturists, experiment station and agricultural college workers, business men and advertisers, as the strongest paper in its field.

This paper is located in a section of the South where crop diversification and stock raising have made wonderful headway in the past several years. Leaders in this work of development realize the importance of the part being played by this paper along these lines.

With the sale of this paper can be had the services of an all-round advertising and editorial man thoroughly familiar with farm conditions and the advertising situation in the section in which the paper is concentrating its efforts.

Further information on request.

Address

**C. G. BATTALORA, Jr.**  
P. O. Box 1588      New Orleans, La.

## Selling "Seconds" Hurting American Reputation

Manufacturers Tell How Situation Came About and Recommend Remedies—Fallacious Doctrine that in Order to Sell Goods Abroad, Prices Must Be Lower Than at Home

*Special Washington Correspondence*

ARE there two grades of Palm Beach cloth? This question has been asked, this past season, by thousands of ultimate consumers. The retail merchant who is selling Palm Beach suits at \$8.50, \$10, \$12 and up, emphatically assures you that there are two grades, but, for his part, he carries only the better grade, whereas the cut-rate fellow down the street is unloading "seconds." On the other hand, the retailer who is advertising Palm Beach suits at \$4.59 is equally positive in the assertion that there is only one grade, and he points to the registered trade-mark on his wares as though in verification.

The seeming mystification of the public regarding Palm Beach cloth represents only one angle of the problem of "seconds" which looms larger and larger in the field of advertising and selling. To see another interesting development of the past few months, turn to the automobile tire market. Manufacturers of United States, Fisk, Firestone and other tires have for a long time past been selling to the trade "seconds,"—some marked as such and others relying upon a manifest blemish to indicate their character. But it has remained for certain resourceful dealers who handle "seconds" exclusively, within the past few months boldly to appropriate the general advertising of the tire manufacturers by offering "seconds" at the reduced prices which they are enabled to quote for seconds, meanwhile making nary a mention of the fact that it is seconds that are offered and, to clinch the matter, making, on their own responsibility, the same guarantee of mile-

age (say 3,500 miles) which the manufacturers make on perfect goods.

Communications to the new Federal Trade Commission indicate that many American manufacturers are coming to regard this problem of the disposition of "seconds" as one of the most important that has been put up to them. Only, it seems that it is in the foreign market rather than in domestic trade that a "dumping" of seconds or a reputation for supplying wares that are a little off color, so to speak, is proving more of a menace than it is yet conceded to be in merchandising here in the United States. Howard Coonley, president of the Walworth Manufacturing Company, of Boston, put the Trade Commission on this scent when he told the new organization that his representatives in South America had lately reported that this country is getting less business than it could receive and should receive from Latin America were it not for the impression down there that only second-class goods come from the United States. Since receiving this tip, Commissioner Hurley, who is the practical business man of the Commission, has been making a special quest for first-hand information along this line. Commissioner Hurley has been particularly anxious to find out whether this reputation for selling seconds abroad has not come to Yankee firms simply because of the widespread practice of "dumping" surplus goods on the foreign market at cut prices.

"Is not the dumping of surplus a mistake?" Mr. Hurley recently asked W. L. Saunders, of the Ingersoll-Rand Company.

#### THE REASON FOR "DUMPING" INFERIOR GOODS ABROAD

"I do not think that it is a mistake in all industries," was the reply. "I think there are times when it stabilizes a home industry. I do not see any objection to high prices or low prices in a foreign country. There are times in the conduct of a manufacturing business when it is desirable to cut



WILLIAMSPORT, PA.

*"Meritoriously Successful"*

## 273,599 Copies Per Issue

was last year's weekly average circulation.

*More than a quarter of a million real homes.*

The purchasing power of GRIT'S readers is enormous. The range of their purchasing potentialities is almost inconceivable.

*They live in small towns.*

Census figures show that the greater percentage of the families in this country have incomes of from \$600 to \$1200 a year.

The city family with this income must practice all sorts of economies. In the small town it provides all the comforts of life and many of its luxuries, even to automobiles.

The city man spends much of his income for rent, carfare, amusements and clothing, and has little to say about the equipment of his flat.

The small townner generally lives in his own home, for which he buys building material, heaters, plumbing, furniture, garden tools, etc., etc. Or he rents a house from \$8.00 to \$15.00 monthly, leaving ample money for purchases of all kinds.

"A well-pleased customer is the best advertisement," provided he meets enough of his friends often enough to talk about his purchases. This is not the usual situation in the city.

In the small town when the Smiths or Browns get a piano, a kitchen cabinet, washing-machine, sectional bookcase, or what-not, all their friends know about it, and an auxiliary demand is created that goes rippling through the community.

*We are at your service,  
any time, any where.*

GRIT PUBLISHING CO.  
Williamsport, Pa.

THE JOHN BUDD COMPANY  
*Advertising Representatives*  
Burrell Bldg., New York; Tribune  
Bldg., Chicago; Chemical Bldg.,  
St. Louis.

# PROSPERITY

## Returned to Pittsburgh

**FALL LISTS**  
Should Include

# Gazette Times

MORNING AND SUNDAY—

# Chronicle Telegraph

EVENING EXCEPT SUNDAY

They are the  
**TWO BIG NEWSPAPERS**  
in a metropolitan district of  
1,117,115 people.

**FLAT—COMBINATION RATE**  
**22½c PER AGATE LINE**

*For further information and  
co-operation write*

**URBAN E. DICE**  
*Foreign Advertising Manager*  
**PITTSBURGH, PA.**

**J. C. WILBERDING**  
**225 Fifth Avenue, New York City**

**The J. M. BRANHAM CO.**  
Mallers' Building - - Chicago  
Chemical Building - - St. Louis

prices to a very low figure and get rid of our surplus."

"Is it not true," persisted Mr. Hurley, "that in this process of dumping or throwing goods on the market in foreign countries there will be frequently sent out an inferior article?"

"That is a very great mistake," was the rejoinder of the Ingersoll-Rand official. "The tendency now to send out an inferior article is one of the results of individual action and prohibition of concentration and co-operation. With co-operation [co-operation among manufacturers in selling is here referred to] I would anticipate a very considerable reduction in the sending out of inferior goods from the United States, because there would be a number of concerns interested to see that the selling agency sells only good goods and among those concerns you would have those whose policy has always been in this country to sell only the best."

Charles E. Jennings, of C. E. Jennings & Co., hardware manufacturers, has been one of the critics of the practice of selling "seconds" abroad. In outlining his views recently for the benefit of the Trade Commission he said: "In talking to our American Manufacturers' Export Association I have cautioned them to be very careful in the shipment of goods and in the solicitation of trade that they send out the finest product that we can produce in this country. That is associated with American ideas. Don't send anything but the best. If you send poor work it will reflect upon us. *We can never take the trade of the world on price.*"

Elaborating his last statement Mr. Jennings thought that the ideal condition would be reached when the foreign merchant instead of looking askance at Yankee goods under the suspicion that they are "seconds" would say to himself: "That is an American product, consequently we must get more for that product."

"Do you figure," queried Commissioner Hurley, "that when the American manufacturer is dumping, he is selling first-class articles

or is he selling second-grade articles?"

"There is a great misapprehension in regard to that," was the rejoinder. He explained that, at least in the case of the smaller tools, American manufacturers who sell abroad have created a wrong impression in some quarters because they have accorded, almost universally, the quantity discounts which in domestic selling they allow only on large orders. This different attitude with respect to foreign selling was declared to be due to a belief that foreigners would not understand or accept the idea of the quantity discount as it obtains in the United States.

#### CUT PRICES LEAD TO SECOND-QUALITY GOODS

In the estimation of Mr. Coonley much of the blame for that reputation for selling "seconds" that is now hurting American trade is due indirectly to the fallacy, accepted as gospel by the average newcomer in international trade, that the American

manufacturer in order to sell goods abroad must cut prices. He contends that if a manufacturer fails to get first-class prices, such as he gets at home, in an overseas market it will not be long before he will scheme to supply something else than first-class goods. Hence Mr. Coonley would like to see the establishment of a permanent export trade at prices that will show producers a profit.

Misrepresentation of goods as of American origin when they are nothing of the sort is, in the estimation of W. H. Field, of the United Export Bureau, one of the reasons for a suspicion that Americans ship out "seconds." Mr. Field has recently had some annoying experiences in the sale of motion picture film abroad and he would like to see a stop put to the advertising of supposed American products that are not bona fide.

"I think the Consular Service ought to have supervision over American advertising in foreign countries," he said, "or there ought to be some way of authenticating it."

## Translations of correspondence

are rendered without charge to AMERICAN EXPORTER advertisers. From or into any language. Handled by expert linguists familiar with manufactured products and equipped to translate not only correctly but with the *right appeal to the foreign buyer*.

This is but one part of our comprehensive service. May we explain it all fully?

### AMERICAN EXPORTER

17 Battery Place

New York

Established 1877, and published in four editions

ENGLISH

SPANISH

PORTUGUESE

FRENCH

## Chain Stores for Small Towns

DOLCITE QUARRY COMPANY  
BIRMINGHAM, ALA., Sept. 17, 1915.  
Editor of PRINTERS' INK:

In PRINTERS' INK of September 9th there appeared a clipping from the *Interstate Grocer* that seemed to want to discourage the gentlemen up in Chicago that have organized a twenty-million-dollar corporation for the sole purpose to open and operate a chain of retail grocery stores in the smaller towns of the country.

There is no reason in the world why this new enterprise should not prove a success from the start. We are living in a progressive age—the community-spirit idea has not the hold that the *Interstate Grocer* thinks—however it may have more or less in some remote sections. The prejudice the small-town grocery store once had is almost a thing of the past; the people, or the majority of them, do not care the snap of their finger of whom they buy their groceries—just so they get what they want when they want it, at a live-and-let-live price.

Of course, personality plays an important part in the game of conducting a successful grocery store—or any other business, as far as that goes—but it takes more than mere personality in this age. But, then, if those gentlemen up in the "Windy City" are able to organize a twenty-million-dollar corporation, they surely will be able to select managers for their different stores that are to be located throughout the country that will possess more or less personality—so why can't these economy stores succeed?

Another point in their favor—these gentlemen no doubt are men with years of successful business experience to their credit—they know how to conduct an up-to-date grocery store—they have got the dough that is so necessary to carry on a live business, and they will be in position to give better service in every channel of the game—their buying power will be greater, therefore they will be able to undersell the average one horse groceryman—and at the same time give the consumer a better variety of commodities to choose from. Don't try to discourage the men that are behind this proposition—but rather lend them a helping hand.

Here's wishing the gentlemen of the "Windy City" unlimited success in their new undertaking, and may the "Chain Stores for Small Towns" prove a blessing to the people that may be in their reach.

R. LANDERS.

## New Farm Paper in Kansas City

The *Farm Dairy* is the name of a semi-monthly publication in Kansas City which began publication September 1st. The publishers are L. J. Smyth, formerly managing editor of the *Kansas City Post*, and Geo. H. Rising, until 18 months ago in the advertising department of the *Kansas City Star*.

O. E. Mittelstaedt has joined the advertising department of Dodge Brothers, Detroit, manufacturers of the Dodge automobile.

## New Instalment Appeal

The A. S. Aloe Company, of St. Louis, advertises a Convertible Level in the *American Carpenter and Builder* for September under this headline:

RENT THIS LEVEL 10 MONTHS

THEN IT'S YOURS

L. P. Aloe, president of the company, writes PRINTERS' INK with reference to the offer as follows:

"Our selling plan is in fact an instalment plan, the only difference being that our contracts provide for rental of the apparatus with an option to the lessee whereby he may acquire title to the property under certain given conditions at the end of the rental period."

## Ad Men's League Leases Larger Quarters

The Advertising Men's League of New York City decided last week to lease club quarters at 47 East 25th Street. The premises include three dining rooms, reading, writing and grill rooms and the customary club auxiliaries.

The League will occupy the new club-rooms next month.

## Shuart With "Motor-Knowledge"

Harold H. Shuart, formerly with the *Detroit Free Press* and later the *Fechimer Theatre Program Co.*, of Detroit, has been made advertising manager of *Motor-Knowledge*, a journal for motorists circulating in the Great Lakes district.

## Death of James L. Halley

James L. Halley, superintendent of Wynkoop, Hallenbeck, Crawford Co., New York, died last week. He was previously vice-president and general manager of the *Trow Press* and was numbered among the best-known printers of the metropolis.

## Olsen with Thompson-Hudson Company, Toledo

Walter A. Olsen, formerly advertising manager and then managing editor of *Dry Goods*, has been appointed advertising and sales manager of the Thompson-Hudson Company, of Toledo, Ohio.

## Parks Joins "House & Garden"

Marshall Parks, formerly with Robert M. McBride & Co., publishers of *Travel* and *McBride's Magazine*, has joined the staff of Condé Nast & Co. to cover New York State for *House & Garden*.

## Elbert Hubbard's Secretary Goes to Frowart Company

J. W. Beckman, formerly secretary to Elbert Hubbard, has joined the Percival K. Frowart Company, of New York.



# Printers and their Specialties

Advertisers Can Consult with Profit, this List  
of Printers, When Planning their Next Job

## Color Plate Engraving and Color Printing

We operate the largest establishment east of Chicago and most modern and complete in the country. **Large edition color printing** is now successfully executed at **much reduced prices**, placing high-grade color illustrations within the reach of all. Direct by Mail advertising rendered more efficient by using our service.

*Estimates Cheerfully Furnished*

**ZEESE-WILKINSON COMPANY**  
424 - 438 West 33rd Street, New York

## "Tapping the Dealer on the Shoulder"

is the title of a novel booklet we have just published. It goes into the subject of Direct-by-Mail Advertising more extensively than any literature which a thorough search of the field has brought to our attention. It deals with Merchandising as well as Advertising. Sent on request to manufacturers, jobbers and retailers.

**THE MOORE PRESS, INC.**  
30-38 FERRY STREET, NEW YORK

## Booklets and Catalogs

Many of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring high class booklet and catalogue work use the Charles Francis Press. \$400,000 invested in big edition printing equipment operated by experts who work for the customer's interest first and all the time.

**CHARLES FRANCIS PRESS**  
30 WEST 13TH STREET, NEW YORK

## Back Up Your Advertising With High Class Direct Mail Matter

What is the good of investing a fortune in general advertising when you spill the milk by getting out cheap inferior printed matter for follow up and distribution from the dealer's counter. Many an advertising campaign has failed through the use of poor booklets, catalogues and circulars. We would be pleased to let you know how we serve some of the biggest and most successful national advertisers. Send for samples and give us a chance to figure on your next catalogue. No obligation.

**READE PRINTING COMPANY**  
HIRAM SHERWOOD, President  
106 SEVENTH AVENUE NEW YORK

## Typographic Service

for  
Advertising Agencies exclusively

We put into type most of the best advertisements printed these days. Ask about our Night and Day Service.

**C. E. RUCKSTUHL, INC.**  
27 EAST 31ST STREET, NEW YORK

## Our New Equipment—

we left the old behind  
us when we moved—  
enables us to turn out  
printing of which we  
are *justly proud*.

**THE KALKHOFF COMPANY**  
216 WEST 18TH STREET, NEW YORK

## EDWARD LANGER PRINTING COMPANY

### Mail Order Printers

Rotary Equipment of Twelve Up-  
To-Date Machines

CATALOGUES OF QUALITY-SERVICE

470 West Broadway } NEW YORK  
424 West 33rd Street }

## Ad Composition

An Interesting Book-  
let—"The Star and  
Silent Salesmen" will  
be sent you on request.

With fifteen years experience in producing  
Ad Composition for the largest advertisers  
in the country, we

are qualified to  
meet your typographical needs.

**A. COLISH**  
106 7th Ave., N. Y.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, SEPTEMBER 23, 1915

## Business or Politics

It is now a full year (September 26, 1914, is the exact date) since Congress passed

the law which was to spread a broad and sheltering wing over the small but honest business man, protecting him from the assaults of predatory rivals. Six months have flown since the President announced the names of those who were to hold office under the law, and the Federal Trade Commission was organized with five members, an appropriation of \$300,000 to spend, and sundry items of unfinished business inherited from the Bureau of Corporations. If Washington despatches are to be trusted, the Commission is going to be ready to begin the exercise of its protecting function "some-time after the first of October."

In the meantime the Commission has been holding hearings in various parts of the country concerning the advisability of a change in the anti-trust laws with respect to combinations for the securing of export business. The

testimony has not been published, but according to one authority it ranges all the way from "theories for running the universe down to why Denmark needs automobile tires." A large number of complaints have been piling up at Washington, but the Commission has had no time to spare for such matters as come within the direct scope of the law. It has been "formally introducing" itself to such business men as it could induce to appear before it.

Is it the real purpose of the Commission to attempt to compose the differences between business men, as the law provides, by preventing unfair methods of competition, or is its purpose political? The question is a fair one, and business men are entitled to an answer. The business community is willing to support any agency which is able materially to reduce unfair competition, but it is not interested in furthering the political fortunes of individual members of a commission.

## Fortunes in the Right Ideas

With somewhat astonishing frequency the statement is made by public speakers and in the columns of publications, that "the day of great fortunes has gone by." Never again, we are solemnly assured, shall we see such vast accumulations of wealth as are represented by the names of Rockefeller, Astor or Vanderbilt; the opportunities for such spectacular pre-eminence have passed away with the exhausting of the natural resources of the country. It is of little use for the young men of to-day to dream of great possessions, or aspire to a commanding position in his trade—all the good places have been pre-empted, and a comfortable mediocrity is the best that can be hoped for.

Of course it is the sheerest nonsense; yet it is so often paraded with such a display of (apparently) corroborative statistics that it sometimes takes on the appearance of the truth. It is perfectly obvious that the same opportunities for the attainment of wealth as existed 50 years ago are not all

available to-day—but the facts are dead against the rash individual who maintains that present-day opportunities are non-existent. The power of ideas to earn profits is quite as great as it ever was, whether the idea represents a way to make use of a wasted by-product, or an entirely new invention to save time or labor.

The history of the past 15 years is full of instances which refute the contentions of those who would set bounds to future ambitions. The careful reader of *PRINTERS' INK* will find instance after instance in its pages where the possession of *the right idea* has brought a success relatively quite as great as that of the great "captains of industry" of past generations. George J. Whelan's idea concerning the relationship between a cigar store and its patrons has grown into the great organization of the United Cigar Stores Company since 1901. Henry Ford's courage and optimism have brought him a great private fortune and made him the most prominent manufacturer in his field in even less time. In 1901, Eldridge R. Johnson's machine shop at Camden was the sole outward manifestation of the idea which has built the world-wide business of the Victor Talking Machine Company.

Five years ago, a concern began the manufacture of brick arches for locomotive fire-boxes. Not a single arch of the sort was then in use, but *the idea* was there. It meant an actual economy of fuel, and to-day there are more than 22,000 locomotives equipped with the device.

Prior to 1905, not a single yard of Tarvia had been used on roads. Then somebody conceived the idea of utilizing this waste product as a dust-layer—and millions of yards have been used since then. The North American Construction Company, of Bay City, Michigan, is doing a business of close to a million and a half a year on an idea that is less than ten years old—that of selling Rendi-cut Houses by mail. Ten years ago, F. H. Bennett was an employee of the National Biscuit Company. To-

day he is the proprietor of his own concern largely through the idea of marketing a whole-wheat biscuit. And so it goes. The combination of the right idea with merchandising ability and common sense is just as potent as ever.

Somebody, we forget who, has said that all things come to him who waits—except inspiration. Inspiration comes to the man who is busy doing something worth while. All over this country to-day there are men at work—in the factory or the office, in advertising departments and agencies—at the routine task of earning a living, to whom will come the idea which represents a *better way* to do the thing which needs to be done. Those are the ideas which can be capitalized, and the possibilities are unlimited. And after all, the croaker who descants upon the dearth of opportunities is usually one who, for good and sufficient reasons, has failed to connect on his own account.

### **The Exposition Tackles a New Market**

Quite naturally the officials and directors of the Panama - Pacific Exposition at San Francisco are elated at having wiped out the \$1,200,000 debt under which the enterprise opened in February, and having begun to show a profit on the books. It is an unprecedented accomplishment for a large exposition, in this country at least, and they are clearly entitled to all the credit which belongs to them. Far be it from us to attempt to apportion the credit among the railroads which so manfully advertised the affair, the publications which donated so large a measure of editorial space, and the European war which kept so many wealthy tourists at home. The fact remains that the Exposition is out of debt, through whatever medium it got there, and there is probably honor enough to go around.

Just at the present, however, the Exposition is facing what the management of a purely commercial business would call a "changing market." The vacation period is over, for this year, and

most of those visitors who are engaged in manufacturing and mercantile pursuits have perforce returned to their desks. That portion of the community may be said to be "out of the market" for the remaining term of the Exposition. It is necessary then, to appeal to a different group of prospects if the turnstiles are to continue to click as merrily as they have done for the past three or four months.

The Exposition authorities have in part provided for that, in setting apart October as "Farmers' Month." But they are still relying upon the railroads, and editorial benevolence, to transmit the intelligence to the farmers they hope to attract to San Francisco. The Bureau of Publicity (under the guidance of George Hough Perry, who has been asked to reconsider his resignation) will supply special copy, but the cost of the space in which to run it must still be borne by others. In other words, the Exposition directors are planning to reach a new market by the same methods which proved successful in a totally different market. Perhaps they will succeed—but almost any successful manufacturer can tell them that it takes a whole lot of extra effort and extra money to start a flow of demand from a new quarter. It seems to us that this is just the time when a judicious expenditure for advertising space would produce the best possible returns in the form of gate receipts.

### **Good Will in the Bicycle Business**

How long does it take for the effects of an advertising campaign to die out, after the advertising has been discontinued? Or, to put it differently, what is the maximum life of the good will which has been established by a campaign of consistent and persistent advertising? Nobody knows exactly, of course, yet every once in a while we are confronted with facts and figures which seem to indicate that the advertising goes on working long after it is commonly supposed to be forgotten.

For example, the bicycle industry is quite likely to be placed in the remote advertising past. We hear every now and again of plans to "bring bicycling back into favor," and a few concerns are advertising bicycles in a small way as a side line. But the pages which once were filled with talk of seamless steel frames and adjustable handle-bars, speak to-day of miles per gallon of gasoline, of ignition and carburetion. The automobile, and its second cousin, the motorcycle, are monopolizing the limelight, and the bicycle is back there somewhere in the shadow—all but forgotten.

Hence it is somewhat startling to be informed that no less than 300,000 bicycles were manufactured in the United States last year, of an aggregate value of between nine and ten million dollars. It is even more startling to learn that one-sixth of this total amount is to be placed to the credit of the Westfield plant of the old Pope Manufacturing Company. After passing through all the vicissitudes of a disaster ending in bankruptcy and the public sale of the physical assets, the trade names "Columbia," "Cleveland," "Spaulding," "Crescent," "Stearns" and "Rambler" still represent a fund of good will which can produce sales of well over a million dollars in a single year.

### **Jamison Awarded Gold Medal by Exposition Society**

H. V. Jamison, advertising manager of the American Sheet & Tin Plate Company, of Pittsburgh, has been given a gold medal by the Pan-Pacific International Exposition Society for services rendered in the installation of the exhibits of the United States Steel Corporation and subsidiary companies. When the steel corporation decided to prepare extensive exhibits for the fair, Mr. Jamison was put in charge with results indicated by the presentation of the gold medal.

### **Hamilton Watch Copy in Farm Papers**

Farm papers of national circulation are to carry copy advertising the Hamilton Watch. The campaign has been considered for some time by the Hamilton Watch Company and the George Batten Company.

## Third and Last Call

Color pages for LIFE'S Christmas Annual, December 2nd, close October 1st.

We urge advertisers to use this special number because it has extra circulation in spite of its cost, 25c per copy, and is retained longer than regular numbers.

No extra charge for advertising in this number.

October, the fourth consecutive month breaking all records in LIFE'S History,

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

# The Little Schoolmaster's Classroom

IT seems to be the common fate of advertising men nowadays to be asked for opinions regarding the effects of the "Ford jokes" upon the automobile business, and the Schoolmaster has had at least his full share of them. He has been asked whether he didn't think that the Ford jokes were inspired by the Ford company as a means of getting free publicity, and he has been solemnly assured that they were the product of a deep and sinister conspiracy on the part of rival manufacturers. He has heard on the one hand, that Henry Ford was "madder than a wet hen," and on the other that most of the best jokes were written by Mr. Ford in his leisure moments. And opinions differ quite as widely with respect to the effects of the jokes on the sale of Ford cars—maybe some of our Professors of Psychology will enlighten us as to that, when they get around to it. But in the meantime the Schoolmaster thought it might be interesting to find out how the Ford Motor Company regarded the matter, and he went to headquarters for information. Here is the company's answer:

FORD MOTOR COMPANY,  
AUTOMOBILE MANUFACTURERS,  
DETROIT, U. S. A.

"This will acknowledge your letter of the 23d. Mr. Ford has not given his sanction authoritatively to the publication of jokes on the Ford car, neither has the Ford Motor Company. But the publication of such jokes could be issued without the consent of either Mr. Ford or the Ford Motor Company. Neither of these have anything to do with it so long as the books do not contain anything of a libelous or damaging nature, and Mr. Ford is as powerless to prevent anything of this kind as a new-born babe. Neither the Ford Motor Company nor Mr. Ford could very well publish a compilation of jokes which had the purpose of making ridiculous the product they manufac-

ture, no matter how good an advertisement it might be; but we can not prevent, nor will we try to prevent anyone else making such a compilation.

"In regard to Mr. Ford's attitude. I have heard more Ford jokes from the lips of Mr. Ford than from any one other individual. He treats them just as any other sensible man does—good-naturedly, because now he knows that they originate from a spirit of loyal kindness for the Ford car—they are not the children of malignity. In the early days of the company these so-called jokes, quips, etc., were voiced by envious salesmen who thought, by discrediting the Ford car on account of its size, that they would make sales for their own product; that by tearing down what others were building up they were making more headway for their own structure. And it had a damaging effect upon the Ford business. But as time passed on, and the Ford car delivered more than expectations—more than the envious competitors could get from their own product—then the people took up the Ford battle. and for the past two years or more every Ford joke has been a Ford boost, and the most inveterate tellers of Ford jokes are the owners of Ford cars. As long as this spirit prevails, a joke is a mighty practical business force working beneficially for the Ford Motor Company. But for the reasons above given this company could not sacrifice its dignity by issuing a compilation of these jokes.

"C. A. BROWNELL,  
Advertising Manager.

\* \* \*

Once upon a time the present occupant of the Schoolmaster chair had a catalogue job in hand, and the big boss had a sister-in-law who was something of an artist. At least the mauve-and-blue cover design which she submitted was considered artistic, and

the boss had no more than his just share of family pride. But the engraver nearly had heart-failure when he saw it. Since that day the Schoolmaster has often wondered why some engraver didn't get up a simple color-chart which would show to the uninitiate (and to some of the elect, by the way, who aren't all-wise on such sub-

jects) just which colors would "reproduce" and which would not. Now comes precisely such a chart, from the Eclipse Electrotype & Engraving Company, of Cleveland. It is in the form of a simple, four-page folder, with color-strips, "as the eye sees them," pasted on one side, and opposite the same colors "as the camera sees them." Maybe

## First In Circulation

Why is The Knickerbocker Press, in its territory, first in net paid circulation, daily and Sunday?

Examine, critically, the Daily and Sunday issues of The Knickerbocker Press. There you will find the answer.

**Rate, in Effect January 1st, 1916,  
6c per Agate Line—12½-ems, 8 cols.**

**THE KNICKERBOCKER PRESS**  
ALBANY TROY SCHENECTADY  
AND THE CAPITOL DISTRICT

**MAKING GOOD IN GREAT BRITAIN.**

### **THE POWER TO SELL**

If a series of papers sells the goods, you want that series. The powerful Hulton group comprises all the papers you require for capturing British trade.

**Combined circulation — 6,000,000. Districts covered—The entire United Kingdom. Classes appealed to—Every class, from working man to millionaire.**

The "Daily Sketch," the "Daily Dispatch," the "Evening Standard," the "Sunday Herald," the "Evening Chronicle," the "Sunday Chronicle," the "Umpire," the "Athletic News," "Ideas," "Badminton Magazine." Send for specimen copies and rates to

**HULTON'S, Ltd., "Daily Sketch" Bldgs., London, E. C.**

## LAY-OUT MAN SEEKS NEW CONNECTION

Preferably with advertising agency or large printing house. Has technical knowledge of printing, paper stock, color harmony, etc. Over six years' practical experience in writing and designing circulars, booklets, magazine ads, etc.

In referring to writer's ability, S. Roland Hall, Advertising Manager, Alpha Portland Cement Co., writes: "It seems to me that some of the Agencies could use your services to good advantage if they knew just what you could do," and Eugene McGuckin, of the Eugene McGuckin Agency says of the writer: "He is a sincere, thorough, painstaking worker—a man who will make it a point to capably discharge any responsibilities that you put to him."

Highly endorsed by present employers. If you need the services of such a man, write at once to

"H. E." BOX 319, care  
Printers' Ink

## Your Ad In The Movies Let Us Film It

Nunnally's Candies are the most popular candies in the South. We have helped hundreds of their agents to sell more of these candies this past summer by the use of "Animated Film Ads."

Nunnally says of our service:

**"A Business Producing  
Idea That Compels  
Attention."**

We can help other big manufacturers. Special scenarios prepared, with or without service in show houses.

FILMS are SHORT and TO the POINT.

Let us send you Nunnally's Letter Book?

**SCENIC FILM COMPANY**  
97½ Peachtree St., Atlanta, Ga.

some other engraver has done it before, and if so, the Schoolmaster begs his pardon. He should have told about it.

\* \* \*

"But," argued the advertiser, "your circulation is about fifty per cent in territory that we could not possibly serve—territory where competition has us on the hip because of great advantage in freight rates."

"True, true," countered the solicitor, "but you would probably be satisfied to know that half of the circulation of most farm papers you have used is among people who could or would use your product even in small quantity. You can see, from the character of our subscription list, that practically every reader must be a user of your product, and when one of our readers buys he is more than likely to be a large-quantity buyer; his very business makes that probable. Therefore, I contend that even if half of our circulation or two-thirds of it were of no use to you whatever, you still have as much margin to play on as you do in any of the farm magazines you are using."

There was logic to what this solicitor said. He saw the advertiser's position and instead of arguing foolishly against a plain fact, he introduced conditions "at offset the objection to doing business.

## WANT-AD MEDIUMS

New Haven, Conn., Register. Leading want-ad. med. of State. 1c a word. Ar. '14, 19,414.  
The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.  
The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adr. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W. carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.





## Permanent Exhibits of Advertising Specialties

**Novelty Manufacturers Plan for These in Large Advertising Centers—Will Establish Permanent Headquarters and Enter on an Advertising Campaign—Discussion of Fixed Prices**

**P**ERMANENT exhibits of every conceivable kind and type of advertising specialties are planned for New York, Chicago and other large advertising centers. This was decided upon by the National Association of Advertising Specialty Manufacturers at its convention in Chicago last week, the idea being to provide an exhibit, similar in nature to that which the association had at the Chicago convention of the A. A. C. W., where advertisers may go and pick out suitable specialties from time to time.

It was also decided to establish a permanent headquarters of the association in Chicago, possibly in the Advertising Building. A publicity fund of \$15,000 was decided upon to be invested in the magazines and advertising trade journals. This fund will be at the disposal of the publicity committee, consisting of Messrs. Walker, Greenburg and Gerlach, who were re-appointed for another year. Another fund was set aside to provide prizes for the best suggestions for plans of distributing advertising specialties. This is an outgrowth of the prize offered this year by the Greenduck Company, the winners of which will be announced this week. Fixed prices were discussed.

"We discarded the two-price method of selling two years ago," said one speaker, "and find that it has had a most marked effect on our business. In the first place we found that it did away with all telegraphing and questioning on the part of salesmen as to shading the price a little more. It gave our salesmen new confidence in themselves and in the house. When they know that there is only one price, the price marked on the

## A \$10,000-a-year man on a part-time basis

For ten years, I handled, as advertising manager, advertising appropriations of upwards of half a million dollars a year. I have the satisfaction of knowing that I made good, in a very big way.

What I now want is not a job as advertising manager, but a connection, on a part-time basis, with three or four advertisers—no more!—as sales and advertising helper—to help with copy, counsel and suggestions.

I have no intention of disturbing existing relations with agencies or advertising managers. Quite the contrary.

But I know that such ability, such experience, such knowledge as I have are very rare. I know, too, that they are needed by hundreds of American business houses.

Three or four reputable houses, located in New York City or within a couple of hours thereof, can have the benefit of them.

As to terms: If I am worth anything to an advertiser, I am worth \$125 a month. And if I am to accomplish anything for him, I must spend at least five days a month working with him at his office or for him, at my home in the country.

Address, **BELL, Box 318**, care Printers' Ink

**The New York City Post Office shows that individual postal savings depositors of foreign birth outnumber American born approximately three to one.**

**According to the law of averages the ratio of three to one will be found in all banks and savings institutions.**

**The Italian can and does afford the better things of life.**

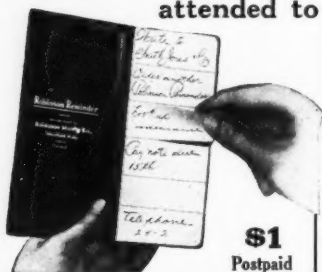
**To the advertiser using space in newspapers**

**IL PROGRESSO  
ITALO-AMERICANO**  
(MORNING and EVENING)

**deserves equal consideration with its English contemporaries.**

**42 Elm Street New York City**

**Tear it out when  
attended to**

**\$1**

Postpaid

## THE ROBINSON REMINDER

**Couponed Pages—LIVE Notes Only**

Important engagements and valuable ideas are lost in notebooks filled with dead memorandums. Use the Robinson Reminder—six coupons to a page. Put each note on a separate coupon—tear it out when it ceases to be of value. Handsome Black Leather case  $3\frac{1}{4} \times 6\frac{1}{4}$  in. with pocket for holding special papers.

The Reminder makes a useful and unique article for advertisers to send customers and selected prospects. Something out of the commonplace—certain to be appreciated. Your name or trademark will be stamped in gold on cover. Write for quantity prices.

**Complete with extra pad, postpaid \$1.00.**  
Name in gold on cover 25c extra; new  
fillers 10c each or \$1.00 per doz.

Vest Pocket Size, 4 coupons to a page,  
complete with two extra pads, postpaid  
75c. With name in gold \$1.00.

**Order Now**

**ROBINSON MFG. CO.**

Dept. P WESTFIELD, MASS.

## Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c.

**S. BLAKE WILLSDEN**

Heyworth Bldg.

Chicago

## Lincoln Freie Presse

**GERMAN WEEKLY**  
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

**Actual average circulation 133,992**

ticket, they are able to look a man in the eye in a way that brings the buyer to realize he is dealing with a house that doesn't have to cut prices to get the business.

"In the last year we have lost three out of 21 orders which have been returned because salesmen have sent them in at a price lower than list. In every other case we sent out a form letter to the customer and explained the advantages of doing business on a one price basis, and the order came back corrected accordingly. The total loss has been slightly over \$300, while against that figure we are able to show a profit of \$1,700 which we would have lost had we allowed salesmen to shade prices down to ten per cent below list."

Among the speakers at the convention were Theo. R. Gerlach, vice-president Gerlach - Barklow Company, who made the opening address; C. S. Sulzer, president of the Red Wing Advertising Company; Chas. Q. Peterson, president Advertising Novelty Company; E. J. Barklow, secretary Gerlach-Barklow Company; L. A. Lemke, president Lemke Mfg. Company; E. B. Danson, The Kemper-Thomas Company; H. B. Hardenburg, president H. B. Hardenburg & Co.; Henry C. Walker, Walker-Longfellow Company; George C. Hirst, The Osborn Company; Geo. H. Blanchard, president Blanchard Brothers, and others.

Theo. R. Gerlach, of the Gerlach Barklow Company, Joliet, Ill., was elected president for the coming year; H. S. McSavaney and C. H. Meeker, first and second vice-presidents; L. A. Lemke, treasurer, and E. White, secretary. Directors for 1916 are H. C. Walker, C. L. Cruver, Geo. H. Blanchard, U. O. Colson and Chas. Q. Peterson.

## PAUL BROWN COMMERCIAL ARTIST

61 WASHINGTON AVE.  
GARDEN CITY, L.I.



# Classified Advertisements

## ADVERTISING WRITERS

Send us your "ads." booklets, letters, etc., for free letter of criticism and suggestion. Perhaps we can find what holds back results. Gorham & Deane, 47 Winter St., Boston, Mass.

**Copy**—epigrammatic or technical.  
**Research**—trade, producer or consumer.  
**Plans**—campaigns, ideas, sales policies.  
**Service**—for agents and managers.  
Results or money back basis. Try me out. Box 610, c/o P. I.

## ARTISTS

### Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers.

Will Bradley's Art Service  
131 East 23rd St. New York



## FOR SALE

**FOR SALE**—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

## FEMALE HELP WANTED

A New York publishing house has an unusual opportunity for an expert typist, to assist the librarian in indexing and research work. Stenography desirable but not essential. Must be intelligent and able to assume responsibility. Salary to start. \$15. State age and experience. Box 665, c/o P. I.

## FEMALE POSITION WANTED

A young woman with four years' experience as editorial secretary in office of important technical periodical seeks corresponding position with publishing house or advertising agency. She is a skillful, rapid and efficient transcriber of difficult, technical phonograph dictation, familiar with modern office systems, and able to conduct general correspondence on her own initiative. Box 643, c/o P. I.

## HELP WANTED

A well-known Special Agency requires the services of a young man as advertising solicitor. Must be well educated and have had some little experience in the field. Small salary to start, but a good opportunity for a clean-cut, ambitious young man who can make good. Write stating full particulars, salary expected, etc. Box 649, c/o Printers' Ink.

**WANTED—RELIABLE, AGGRESSIVE ADVERTISING REPRESENTATIVE** for trade paper for New York field. Write Merchant and Manufacturer, Nashville, Tenn.

**WANTED—YOUNG MAN FOR RATE DEPARTMENT OF IMPORTANT NEW YORK ADVERTISING AGENCY.** FINE OPPORTUNITY FOR MAN OF RIGHT CALIBRE. Box 645, c/o P. I.

**WANTED**—An experienced, successful salesman for Direct Advertising Service. Must know good copy, printing, layouts, and be capable of directing Advertising Campaigns. State experience, present and previous connections. Unusual opportunity for competent man. Address "Greater Boston," c/o P. I., N. Y. C.

Advertising Manager, by best Spanish monthly of New World, in fifth year, backed by South's largest commercial organization. Must be acquainted with advertising agencies and export trade conditions. Salary, commissions, and share in profits. Name salary, experience, send recommendations, photo. F. H. Perkins, 800 Tchoupitoulas St., New Orleans, La.

## COPYWRITER WANTED

for large manufacturing concern in northern Ohio. Prefer a young man from an Advertising Agency with at least two years' actual experience writing copy. Must be versatile and ingenious and understand type and layouts. Reasonable salary at start and plenty of room for advancement. Write full particulars first letter. Send postal photo. State salary expected. Box 656, care of Printers' Ink.

## ADVERTISING MAN

### EXPERIENCED

### AMBITIOUS

About 30 to 35, take entire charge publicity end of piano manufacturing concern. Entailing Newspaper and Trade Paper Work. Piano experience unnecessary. Exceptional opportunity for ambitious man with initiative. State age, experience. Ample remuneration. Address Advertising, Box 650, care of Printers' Ink.

## POSITIONS WANTED

Business Manager seeks connection directly under owner after Oct. 1; 13 years' success. References will satisfy; 35; married. Middle West preferred. Box 655, care of Printers' Ink.

**ADVERTISING MANAGER—EDITOR** Associate Editor of Automobile Paper, six years in present position, desires change. Experienced advertising manager, fully versed in all details; forceful, versatile; able linguist; known as a writer on popular sciences; 38 years; married. Box 651, c/o P. I.

Assistant to advertising manager, versatile agency experience, qualified copy writer, can lift weight of detail off your shoulders—25—single, best references, moderate salary. Box 654, c/o P. I.

I want a larger advertising field. Now employed. Change not compulsory. University trained, 29 years old. References and full particulars by mail. Box 658, care of Printers' Ink.

Age 30, twelve years' varied office, mfg., sales, advertising experience. Correspondent, handle detail, assist executive, sales-manager, etc. Adaptive, capable of development. Box 646, c/o P. I.

AGENCY COPYMAN OF EXPERIENCE SEEKS POSITION AS ADVERTISING MANAGER OR AGENCY COPYWRITER. BOX 637. CARE OF PRINTERS' INK.

Experienced sales and ad manager seeks opening—41—married, no bad habits, highest references, creative, forceful. A result producer. Executive capacity. Successful business builder. Box 232, Tullahoma, Tenn.

BOSTON ADVERTISING MAN offers personal part-time advertising manager service in offices of a few manufacturers in or around Boston whose needs do not justify full time employment. Address Advertising Manager. P. O. Box 1668, Boston, Mass.

Advertising solicitor and executive of wide, successful experience, well acquainted among advertisers and agencies through eastern territory, now engaged, would change; opportunity chief consideration. Correspondence strictly confidential. Box 631, c/o P. I.

Advertising man (26) seeks position with national advertiser, publisher or agency—N. Y. preferred. Past two years in charge adv. dept. large technical publisher. Good correspondent; copy writer (I. C. S. graduate); practical printer, typographical expert. Highest references. Box 653, c/o P. I.

Young Advertising Man with department and retail store experience. Good correspondent and capable of planning campaigns. I. C. S. graduate. Age 22. Salary secondary consideration. Can furnish best of references and send samples of work. If you have an opening for an ambitious young man, write. Box 625, care Printers' Ink.

Position Wanted—15 years' experience as manager of circulation, contest promotion, etc., on leading papers of the United States and Canada. A thorough advertising man.

I have a clean record and references from well-known publishers. Age 39, married. A high-grade man personally and for results. Will call on any publishers interested.

Address FRANK S. ADAMS, Greenwood, Va.

## I WANT A JOB

Am 23 years old, an I. C. S. graduate and want to prove my ability in the practical field. Opening more important than salary. Can write good copy and am proficient in catalog, booklet and folder work. Realize that there is still a lot to learn. Good habits. F. R. Twiss, Greenville, N. H.

An experienced correspondent, publicity manager and mail-order man desires new connection—capable taking full charge sales, correspondence, writing and planning of commercial or proprietary proposition—follow-up systems, form letters, cost and result accounting given special study. Refers to present employer. Box 609, care of Printers' Ink.

Executive, 38, trained through every department newspaper, now directing nationally recognized State daily he managed to success, desires chance location. Highest references. Address Box 659, care of Printers' Ink.

The Advertising Manager of the Chicago Tribune highly recommends the writer, who seeks permanent connection—anywhere. Now service man with national organization. Six years' adv'tg mgr. metropolitan department stores. Last with State street store. British born; 31 years, married; virile with youth, knowledge, and rare experience. Of use to YOU? Box 652, c/o P. I.

## PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PUBLISHING BUSINESS OPPORTUNITIES

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, 171 Madison Ave., New York.

## STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Twelve standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 Style No. 1 for \$17.75; 5,000 for \$42.75. Samples if requested on your letterhead. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

## ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., &c.; Sun., 17,158, &c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,739; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,753. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 80,176. For Aug. 1915, 74,577 daily; 66,488 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 124,666.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914. Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Liech. Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 153,342. For August, 1915, 153,228 daily; Sun., 163,567.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,328.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 27,731 av., August, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year, independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. A.B.C. audit to March 31, 1915, 19,130.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,559; Sunday, 90,368.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. April, 1915, average, 7,579.

## GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest circulation of any tech. paper in the world.

THE PITTSBURG  
(©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Evening Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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## ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page  
Smaller space, 35c per agate line—Minimum, one inch

### PREFERRED POSITIONS

Front Cover	\$125	Page 5	\$100
Second Cover	75	Pages 7, 9, 11 or 13	75
Back Cover	100	Double Center [2 pages]	150



## This Tribune Sign

—hanging in the windows of over 2000 of Chicago's high grade Grocery Stores and Drug Stores—is another evidence of The Chicago Tribune's high standing with the Retail Dealers of Chicago—another evidence of The Chicago Tribune's enterprise—another evidence of the *definite, dollars-and-cents kind of co-operation that The Chicago Tribune renders to advertisers.*

## The Chicago Tribune

**The World's Greatest Newspaper**

(Trade-mark Registered)

Circulation Over { 500,000 Sunday  
300,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City